



news release

VODAFONE LAUNCHES SUMMER MESSAGES WITH NO LIMITS

Milan, 19 June 2008 - Vodafone again takes the stage in the summer of 2008 and launches Summer Messaggi Senza Limiti (Summer Messages with no Limits). The promotional offer can be activated from 19 June to 31 August 2008 by all Vodafone private customers, both subscription and pre-paid, who can send an unlimited number of free SMS, MMS and VideoMMS to all Vodafone Italia numbers. The promotion has a duration of 30 days and costs €8.

At the cost of an extra €2, customers who choose Summer Messaggi Senza Limiti can also activate the promotion that enables them to send up to 100 free SMS for one month to all the numbers of other operators.

When the Summer Card Messaggi promotion is over, customers can continue to send free SMS thanks to the Infinity Messaggi option, which enables them to send up to 100 SMS and 100 MMS per day for free to Vodafone Italia numbers and only pay the first message of the day. When Summer Card Messaggi expires, the Infinity Messaggi option will be activated automatically at the special price of €6. Customers will be sent two SMS, one 15 days and the other 3 days before Summer Card Messaggi expires, to remind them of the automatic activation of Infinity Messaggi. Customers can always block the activation of Infinity Messaggi by calling the number 42070. Thanks to Infinity Messaggi, customers can also send SMS to all the numbers of other operators for only 9 cents, at the extra cost of €1 per month.

When the Summer Messaggi Senza Limiti expires, the Zero Limits option will be automatically activated for all customers with a Zero Limits plan at the cost of €1 per week.

Finally, all Vodafone customers can chat for free until 31 August 2008 with the exclusive Vodafone Messenger service, which enables them to stay in touch with their friends anytime and anywhere. To download Vodafone Messenger just send a free SMS containing the text MESSENGER to the number 422461.

To activate Summer Messaggi Senza Limiti and for more information on other summer 2008 call the free number 42070 or visit the site www.vodafone.it.