



news release

HERE COMES THE SUMMER WITH VODAFONE SUMMER CARD
A FREE 10 EURO TOP-UP FOR EVERY 10 EUROS OF VOICE TRAFFIC
VALID FOR EUROPE TOO WITH VODAFONE PASSPORT

Milan, 20 June 2008 - Vodafone launches the new Summer Card, this year more advantageous than ever. The promotional offer can be activated from 21 June to 31 August 2008 at the cost of €5 and presents lots of advantages. Customers can talk freely in Italy and Europe and receive free top-ups for all calls to fixed-line and mobile numbers of any operator.

Private pre-paid customers who activate Summer Card will receive a free 10-euro top-up for every €10 of voice traffic, for up to €250 per month. The promotional offer is valid for all calls to mobile and fixed-line numbers and for all calls made in Europe with Vodafone Passport. The promotion has a duration of 30 days and can be renewed for one more month.

Vodafone subscribers who activate Summer Card can ask to be refunded for all domestic calls made in one month to mobile and fixed-line numbers and for all calls made in Europe with Vodafone Passport for a bonus of up to €25. One month after activation, Vodafone subscribers will receive a SMS announcing the amount of the bonus and how it can be spent over the following three months to call all domestic numbers from Italy.

Summer Card includes free activation of Vodafone Passport, the innovative offer launched in June 2005 that enables customers to bring their domestic tariff with them when travelling abroad. Vodafone Italia customers can use Vodafone Passport to call from 36 different countries, independently of the operator, at the cost of their domestic voice calls, simply by paying €1 extra per call, and receive calls at the price of €1 every 30 minutes.

To activate Summer Card, just buy a services card for €5 and call the free number 42070 or access the Personal Area "190 fai da te" of the site www.vodafone.it

For more info on Summer Card and Vodafone Passport visit the site www.vodafone.it