



news release

VODAFONE: MESSAGES AND CALLS FOR 1 CENT

Value for money and Quality: giving all customers an even better deal

Milan, 29 September 2010 – From 30 September Vodafone is launching **1 Cent**: 5 options for making calls or sending text messages to everyone at prices starting from 1 cent.

Market research shows that value for money and quality are the factors that most influence Italians in their choice of telecommunications provider.

1 Cent is the element that distinguishes the new offering, designed to enable all Italians to save money without having to pass up the quality and reliability of Vodafone's services.

Based on their needs, customers will be able to choose from between **five 1 Cent options** for making calls or sending texts to their favourite number, to all their Vodafone friends, or to all fixed or mobile numbers, choosing from:

1 Cent You&Me – this allows customers to make unlimited calls and send unlimited texts for 1 cent to their favourite Vodafone number, without any connection charge.

1 Cent Messaggi – this is the ideal solution for those who send a lot of messages and allows people to send unlimited texts at a cost of 1 cent to all Vodafone numbers and 5 cents to all other numbers.

1 Cent Parole – this is the right choice for making unlimited calls to all Vodafone numbers for 1 cent a minute, without any connection charge.

1 Cent Parole e Messaggi – people who want to make calls and send texts to all Vodafone numbers can activate this option, which combines the advantages of the 1 Cent Parole and 1 Cent Messaggi options.

1 Cent Tutti – this option is designed for people who wish to make calls to everyone, permitting them to call all fixed and mobile numbers, for 50 minutes a week, at a cost of 1 cent a minute, without any connection charge.

Customers can sign up for a 1 Cent option by paying a weekly charge starting from €1 a week, based on the option chosen, until 31 October 2010. There is no activation charge.

Vodafone is also revisiting and simplifying its pay-as-you-go price plans by launching **Vodafone 10**. The new plan can be activated by all new and existing private customers,

who will be able to make calls and send text messages to everyone for just 10 cents, paying a connection charge of 16 cents.

For people who prefer not to pay a connection charge, **Vodafone Senza Scatto** will remain on offer, enabling calls to be made to all numbers for 15 cents without any connection charge.

Youngsters looking for a pay-as-you-go plan that gives them the freedom to make calls, send messages and access the internet from their cell phones can activate **Zero Limits Smart**, which enables them to make calls of up to 500 minutes and send up to 500 texts to all Vodafone numbers every day and to access the web from their cell phone or Smartphone, with no time limit, for just 50 cents a day (only on days when the service is used).

Finally, customers switching to Vodafone can still take advantage of the promotion allowing them to double their topups up to a maximum of €1,000.

For further information visit www.lab.vodafone.it