



news release

VODAFONE: MOBILE INTERNET AT SPEEDS OF OVER 40 MBPS IN ROME AND MILAN AND BY MARCH IN 16 CITIES

4G MOBILE NETWORK HERE WE COME: FIRST LIVE PRESENTATION

DIGITAL DIVIDE: 1000 COMUNI PROJECT PROCEEDS, ONE A DAY

Bertoluzzo: "Bringing the internet to everyone, everywhere"

28 January 2011, Milan – Vodafone Italia is the first operator to launch 43.2 Mbps HSPA+ (High Speed Packet Access) mobile internet in Rome and Milan, with coverage to be available in 16 major Italian cities by March 2011.

The launch involves a customer pilot including a number of private and corporate customers ahead of the commercial rollout in April 2011, with the new Internet Keys designed for this technology.

Vodafone customers will thus see an improvement in web services thanks to faster download and upload speeds, enabling them, for example, to access HD audio and video content and get more from interactive services, thanks to shorter response times.

The press event also included a demonstration of the potential of the 4G mobile network, establishing a mobile data connection using LTE (Long Term Evolution) technology, offering performances comparable to those of fixed networks, and thus also resulting in significant improvements in energy efficiency.

The *1000 Comuni* project is continuing in parallel. This initiative was launched in December by Vodafone Italia, the only private operator to invest heavily in bringing coverage to areas of the country still suffering from the digital divide, speeding up its plan to invest €1bn in making radio broadband available throughout Italy.

Interest has been expressed by people from over 1,500 municipalities since the launch of the initiative, using the www.1000Comuni.vodafone.it site, whilst 28 areas have already been linked up to Vodafone's mobile broadband: Pallare (SV), San Pietro Viminario (PD), Noepoli (PZ), Suni (OR), Santa Domenica Vittoria (ME), Formignana (FE), Cancellara (PZ), Novara di Sicilia (ME), Faeto (FG), Merana (AL), Priero (CN), Castel Sant'Angelo (RI), Turano Lodigiano (LO), Gessopalena (CH), Limosano (CB), Greci (AV), San Pietro di Morubio (VR), Prasco (AL), Palmariggi (LE), Sciolze (TO), Tinnura (OR), Apricale (IM), Perinaldo (IM), Palazzuolo sul Senio (FI), Moruzzo (UD), Ossago Lodigiano (LO), Magreglio (CO) and Fiesse (BS).

The *1000 Comuni* project offers members of the public, small businesses, craft industries and retailers internet access at speeds of at least 2 Mbps, when either at home or on the move. Local communities covered by the *1000 Comuni* project can use electronic communications and e-government services and make their culture and traditions known to people beyond the local area.

“We have made a precise commitment regarding the internet: to reach everyone, everywhere,” stated **Paolo Bertoluzzo, Vodafone Italia’s CEO**. “The evolution of broadband is a key element in economic and social development. We are currently doubling transmission speeds on our network in Rome and Milan, whilst at the same time preparing for the future with our 4G (LTE) network, providing our customers with the best possible infrastructure that will enable them to get the most from the opportunities provided by the digital economy. Our *1000 Comuni* project is also going ahead,” concluded Bertoluzzo, “with the aim of bringing broadband to one municipality a day: a demanding task rewarded with the enthusiasm shown by the public and local government, who have welcomed the arrival of broadband as a chance to exploit the potential of their local area”.