



3G BUSINESS TRIAL USING VODAFONE CONNECT CARD LAUNCHED

***COLAO: "MOBILE BROADBAND IS A REALITY FOR VODAFONE
NO INTERIM TECHNOLOGIES"***

**MUNICIPALITY OF TURIN, NESTLÉ, RAS AND UNICREDITO ITALIANO
ALREADY EXPERIMENTING WITH THE NEW SERVICE**

*Milan, December 9, 2003 – Vittorio Colao, CEO of Vodafone Italia, this morning announced the opening of the 3G network using UMTS (Universal Mobile Telecommunication System) technology, timed to coincide with the start-up of the Business Trial involving so-called *friendly customers*.*

From today, the four large Vodafone customers involved in the Business Trial, the Municipality of Turin, Nestlé, RAS and Unicredito Italiano, will be able to use the UMTS Data Card on a free trial basis. This is the first available 3G application guaranteeing high quality, highly reliable, high speed transmission.

The meeting was attended by Vodafone Italia's General Manager, Luca Rossetto, the Commercial Director Consumer, Paolo Bertoluzzo, the Commercial Director Business, Laura Cioli, and the Company's UMTS Project Manager, Giovanni Strocchi.

In early 2004, when the trial comes to an end, Vodafone's 3G Mobile Connect Card will be put on sale at Vodafone One outlets. In the meantime, other interested businesses can obtain further information regarding the Business Trial by calling free phone 800 208208.

"We have shown," stated Vittorio Colao, "that not only do we believe in the new 3G technology but that, while the Italian market is offering interim technologies, we have already rolled out a large part of the infrastructure necessary to launch 3G, moreover fulfilling our future obligations under the licence agreement ahead of time. Thanks to RAS, Unicredito Italiano, Nestlé and the Municipality of Turin, we can run this commercial test and will shortly be in a position to proceed with the market launch of 3G data services. The handsets will arrive," added Colao, "but until they are capable of performing better than existing phones, out of respect for our customers and the market, we are not going to sell them."

Vodafone's 3G Mobile Connect Card is the first product that integrates 3G and GPRS functions, enabling transmission at speeds of up to 384 Kbit per second where 3G coverage exists, and automatically hooking up to the GSM-GPRS network where it does not.

The 3G network available for the Business Trial already provides coverage of 13 cities. This will be extended to a total of 125 cities by the end of April 2004, representing 30% of the country's population.

Vodafone Italia's General Manager, Luca Rossetto, also stressed the greater quality and reliability offered by 3G applications, without customers being aware that they are using a different technology. Thanks to its dual-mode radio capability, Vodafone's 3G Mobile Connect Card operates over the UMTS network where 3G coverage exists, but automatically hooks up to the GSM-GPRS network where UMTS is still not available. In this case, transmission speed is obviously reduced to a maximum of 40 Kbit per second (equivalent to a dial-up connection), but the switch takes place without the customer having to worry about a thing.