

VODAFONE LAUNCHES SUMMER CAMPAIGN FEATURING TOTTI AND GATTUSO

FIRST AD CONCERNS SUMMER CARD MESSAGGI

Milan, 8 June 2007 – The first advert in Vodafone's summer campaign is dedicated to promoting Summer Card Messaggi and will be broadcast from Sunday 10 June. The various episodes will all maintain the same communication format launched in February 2007, confirming the success of the big Vodafone family in reporting and representing, with humour and a touch of self-deprecation, the values of unity and brand loyalty shared by over 27 million Vodafone customers.

The summer advertising campaign presents the two main characters, Francesco Totti and Rino Gattuso, in amusing holiday situations with other members of the big Vodafone family. In the first commercial Francesco and Rino are involved in weird situations that will surely attract the public's attention: a girl sets a juke box in action with a stone, Totti pays for an aperitif with a cocktail umbrella, Gattuso pays the restaurant bill with a playing card. The campaign, based on the creative concept "With Vodafone, summer won't cost you anything", underlines the value for money of Vodafone's new SMS and MMS promotion for summer 2007, "Summer Card Messaggi".

Summer Card Messaggi is the new summer offer that can be activated from 10 June to 31 July 2007 by all Vodafone customers, both subscribers and prepay customers. Thanks to Summer Card Messaggi they can send up to 100 SMS and 100 MMS a day free of charge to all Vodafone Italia numbers. The promotion costs €8 to activate and lasts for 30 days. Customers who choose Summer Card Messaggi can also activate, at an extra cost of €2, the offer that enables them to send up to 100 SMS free of charge to all the numbers of other operators.

When the Summer Card Messaggi offer has expired, customers can continue to send free messages thanks to the Infinity Messaggi option, which enables them to send up to 100 SMS and 100 MMS free every day to Vodafone Italia numbers, only paying the first one of the day. The Infinity Messaggi option is automatically activated at the special cost of €6 when Summer Card Messaggi expires, and can be renewed up to a maximum of 11 times. The customer is sent two SMS 15 and 3 days before Summer Card Messaggi expires, as a remainder of the automatic activation of Infinity Messaggi. Customers can always decide no to activate Infinity Messaggi by calling the number 42070.

The advertising campaign was filmed in Sabaudia and Milan under the direction of Giuseppe Capotondi. The production house is Mercurio Productions. The agency is 1861 United, whilst the creative directors are Pino Rozzi and Roberto Battaglia. OMD is responsible for planning on all the principal national networks.