

VODAFONE'S SUMMER SMS AND MMS
SUMMER CARD MESSAGGI TO SEND MESSAGES TO EVERYONE
WITH INFINITY MESSAGGI BENEFITS LAST ALL YEAR ROUND

Milan, 7 June 2007 - Vodafone presents Summer Card Messaggi, 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.

Finally, customers who have a Vodafone live! phone can activate, upon signing up for Summer Card Messaggi, the Vodafone live! Gold Pass option free for one month. The option offers customers the chance to personalise their mobile phone by once a week downloading free content of their choice from among the thousands of songs, games, ringtones and music videos available on Vodafone live!. Access to the Vodafone live! site costs €0.25. Once activated with a free call to 42022, Vodafone live! Gold Pass remains active at the cost of €2 a week. Exclusively for Summer Card Messaggi customers, the first month is free.

For more information on Summer Card Messaggi and all the other offers for summer 2007 call freephone 42070 or visit www.vodafone.it.