

**VODAFONE EASY DAY SPECIAL**  
**TALK TO EVERYONE WITH NO FIXED CHARGE FOR 15 EURO CENTS**  
**ALL YOU HAVE TO DO IS TOP UP ONCE A MONTH**

*Milan, 23 April 2007* – Vodafone announces *Easy Day Special*, **the special price plan that can be activated between 23 April and 16 May**, and which allows customers to make flat-rate calls to anyone in Italy with no fixed charge.

*Easy Day Special* allows all customers who top up their cell phones once a month by any amount, to make calls to any mobile or fixed-line number for 15 euro cents, with no fixed charge at the beginning of the call. The price of 15 euro cents is valid for 30 days from the date of the top-up and is automatically renewed for a further 30 days every time the customer tops up their card. If the card is not topped up before the 30 days are up, a tariff of 25 euro cents per minute is applied for all calls to numbers in Italy.

The cost of *Easy Day Special* calls is based on the actual duration of the call in seconds and does not include a fixed charge at the beginning of the call. The cost of each text message sent is 15 euro cents.

*Easy Day Special* is the special price plan created by Vodafone to meet its customers' need for simple solutions, based on flat-rate calls, with no fixed charge, to all numbers in Italy.

Further information regarding the price plan, what to do and how much it costs to activate Vodafone *Easy Day Special* can be found at [www.vodafone.it](http://www.vodafone.it).