

YOUTUBE MOBILE ON VODAFONE CELL PHONES

AGREEMENT SIGNED IN FEBRUARY 2007

WATCHING VIDEOS ON YOUR MOBILE IS EVEN SIMPLER FROM 4 JUNE!

Milan, 4 June 2007 – YouTube Mobile on Vodafone mobiles. The new service, available from today, enables Vodafone customers to access the services of the popular video-sharing site directly from their mobile phone.

Every day YouTube will present a selection of all the best videos available, allowing Vodafone customers to access the most interesting among the innumerable categories available wherever and whenever they want.

An area of the Vodafone live! portal is directly connected to the YouTube Mobile site, thus guaranteeing easy and immediate access to the videos for Vodafone customers. The partnership between YouTube and Vodafone has resulted in the first channel entirely dedicated to a mobile operator on the famous file sharing site (go to www.youtube.com/vodafoneitalia), where customers can upload their content linked to the world of Vodafone.

The Vodafone Group announced its partnership with YouTube in February. The service confirms that the company is constantly adding to its range of mobile internet services. Vodafone and YouTube will continue to work together over the coming months to expand on their offering and guarantee that all their customers have access to the best possible entertainment options.

YouTube Mobile videos can be accessed until 31 July 2007 at the promotional cost of € 0.25.

For more information on the YouTube Mobile service, go to www.vodafone.it