

VODAFONE LAUNCHES ONE NATION

***THE FIRST PRICE PLAN FOR CALLS TO YOUR HOME COUNTRY AT THE SAME
RATE AS DOMESTIC CALLS
LEAFLETS IN 8 LANGUAGES AVAILABLE AT ALL VODAFONE STORES***

Milan, 13 November 2006 – Vodafone Italia announces the launch of One Nation, an offering designed to revolutionise overseas call charges and meet the needs of foreign customers who wish to call their home country from Italy at a low cost.

Starting from October 2006 customers can subscribe to the Vodafone One Nation price plan, the first to introduce a single tariff for calls to all domestic numbers and to the customer's home country.

In detail, Vodafone Italia customers who subscribe to the Vodafone One Nation price plan, for pay-as-you go customers, can call all domestic numbers and the countries included in the Vodafone One Nation offer at 19 euro cents per minute (up to a maximum of 550 minutes per month for calls abroad). Customers will also receive, for every minute of conversation with Vodafone One Nation countries, a minute free of charge for calls to Vodafone Italia numbers, up to a limit of €100 of phone traffic to be used the following month. A fixed charge of 19 euro cents is applied for every call.

Moreover, up to 28 February 2007 even just one call per month of at least 10 minutes to a Vodafone One Nation country will be sufficient to receive a €100 bonus to be used for domestic calls to Vodafone Italia numbers.

One Nation is Vodafone's latest offering designed to simplify and promote the use of mobile telephony for international calls, guaranteeing lower prices and eliminating doubts linked to cost controls.

To meet the need for detailed information for non-Italian speakers among its customers, Vodafone has prepared leaflets in 8 different languages (Arab, Chinese, French, English, Polish, Rumanian, Russian and Spanish) and activated a multilingual helpline (42942) for further information.

The initiative will also be promoted through a press campaign in Metropoli and the main native-language newspapers (Albanian, Arab, Bulgarian, Chinese, Singhalese, Punjabi, Rumanian, Spanish, Tagalog, Ukrainian and Urdu) and a poster campaign starting from November 2006.

Further information about the price plan and the list of Vodafone One Nation countries is available at www.vodafone.it