

VF710, FIRST VODAFONE-ONLY BRANDED HANDSET LAUNCHED

Designed and created to maximise use of UMTS multimedia services

Milan, 16 October 2006 - Vodafone announces the launch of its first Vodafone-only branded handset, after unveiling the VF 710, the UMTS mobile that marks the mobile operator's entry into the handset market with a product bearing its own brand.

The Vodafone VF 710's features, design and functionality were specified by Vodafone to maximise customers' use of its services. Produced exclusively for Vodafone by the Chinese company Huawei Technologies, the new phone is the result of a strategic handset alliance signed by the two companies in February 2006.

The VF 710, with its sleek, clamshell design, offers all the latest multimedia services. The first of a new range of handsets, the VF 710 will enable Vodafone to offer its customers mobile phones that can match the best products on the market today for quality, technology and price, backed by the guarantee and strength of the Vodafone brand.

The Vodafone VF 710 makes it easy to access Vodafone live! services, including Interactive DJ, Live TV and music downloads. It is also equipped with an MP3 player, a 1.3 megapixel camera and Bluetooth.

In addition to Italy, the phone is to be launched in the UK, Germany, Spain, Greece, the Netherlands, Rumania and Portugal.