



**VODAFONE ITALIA CONFIRMS
MINDSHARE AS ITS MEDIA AGENCY**

Milan, April 22, 2005. At the end of a consultation process organised over recent months, Vodafone Italia has reconfirmed MindShare as its Media Agency until 2006.

Based on the agreement, MindShare will manage Vodafone Italia's entire media budget and the related communication planning (TV, radio, press, posters, Internet).

For 2006 Vodafone Italia has also decided to appoint Muraglia Calzolari e Associati as strategic consultants for multimedia projects aimed at niche targets.

We would like to take this opportunity to thank all the media centres who took part in the consultation process and who demonstrated such a high level of professionalism.