

VODAFONE: TOTTI AND GATTUSO, PROBLEM SOLVERS

*MISSION NO PROBLEM, VODAFONE SPECIAL AGENTS SECOND MISSION ON AIR FROM
30 SEPTEMBER*

Milan, 3 October 2006 –Vodafone special agents Francesco Totti and Rino Gattuso's second mission – NO PROBLEM – begins today. The adventures of TV's most amusing special agents, world champions of charm, continue in the new campaign to be broadcast by the principal national TV channels.

The second mission in the Vodafone TV series presents the new NO PROBLEM promotion, thanks to which customers can talk for 1000 minutes a month with all numbers and receive a Nokia N70 mobile phone free.

In the new ad special agents Totti and Gattuso drive around the city in their bright red Maserati with a Vodafone license plate, solving everyone's problems. People engaged in their daily routine – driving in the traffic, jogging, going to the hairdresser's – tell our heroes about their main phone problems: the fact that they cannot speak as much as they want. Agent Rino takes note of every detail, but the two agents are ready with the solution and hand out packages containing the new Vodafone NO PROBLEM promotion to the people crowding around them. Mission accomplished once again.

Thanks to Vodafone's NO PROBLEM promotion, customers can talk with ALL numbers at 0 cents a minute for up to 1000 minutes a month, buy a Nokia N70 or Samsung Z540V mobile phone for free, receive special assistance 24 hours a day and enrol in Vodafone's Top Club, providing exclusive benefits.

In addition to the 30-second version, a shorter 15-second one has been produced, entirely dedicated to the "Switch to Vodafone" promotion. In this short episode Totti and Gattuso find the last customer in town who hasn't yet switched to Vodafone and convince him to sign up for number portability thanks to the "Switch to Vodafone" promotion, which offers a refund of up to €1,000 worth of phone calls over a 12-month period.

The soundtrack for the ads is the same as in the previous mission, Gnars Barley's recent hit "Crazy", a sign that Vodafone's successful and profitable partnership with the world of music continues.

The ads were filmed in Rome and directed by Paolo Monico. The production house is Mercurio Productions. The advertising agency is McCann Erickson, whilst the creative directors are Milka Pogliani and Dario Neglia. OMD is responsible for planning on all the principal national networks.