

VODAFONE ONE TOP UP AND WIN COMPETITION

It's time to celebrate with the big Vodafone family!

Over 3000 prizes every hour and a Super Prize to be won each day

Milan, 16 May 2007 - Vodafone announces the new Vodafone ONE Ricarica e Vinci (Top up and Win) competition from 8 May to 3 June 2007. All customers who subscribe to the Vodafone ONE plan can win thousands of prizes every hour and a Super Prize each day.

To take part in the competition, all customers have to do is subscribe to the Vodafone ONE plan, make a top up of at least €10 and send an SMS with the word VODAFONE in the text to the free number 420222 by 8 June. Within a few minutes each participant will receive information via SMS about the competition results and, if they are lucky, the type of prize won. Prizes include thousands of 300, 500 and 1500 Vodafone ONE points packages and tens of thousands of promotions giving away free calls and SMS such as "Infinity Rete Fissa", "SMS Card" and "Buongiorno Vodafone".

Finally, a Super Prize will be drawn every day of the competition and awarded to one of the participants. The winner is offered a choice of three Vodafone numbers who can call each other in Italy for 0 euro cents per minute, with no fixed charge at the beginning of calls, up to a maximum of 5000 minutes per month for 20 years.

For more information about Vodafone ONE Ricarica e Vinci call the free number 42626. The complete competition regulations are available at www.vodafone.it.