



**VODAFONE ANNOUNCES EXTENSIVE NEW HANDSET RANGE
FOR 3G CONSUMER SERVICES**

September 22, 2004 - Vodafone today announces its extensive range of 10 new generation 3G handsets planned for the Christmas period, following the launch of the Vodafone Mobile Connect 3G datacard and the successful introduction of Vodafone live!™ with 3G.

Vodafone is working with some of the world's leading handset manufacturers including Sharp, Motorola, Sony Ericsson, NEC, Nokia and Samsung to provide customers with a wide choice of 3G handsets at a range of prices. These handsets will be available with a broader array of services across Europe and Japan.

This new range of Vodafone 3G handsets, all featuring Vodafone's multi-media consumer service, Vodafone live!™, has been designed in close collaboration with manufacturers to allow consumers to experience the benefits of enhanced Vodafone live!™ with 3G services. The handset range, which includes models and designs exclusive to Vodafone, will enable significant improvements in imaging, music, entertainment and information. Highlights include Europe's first 2 mega pixel camera phone, equipped with auto focus, optical zoom and high resolution displays; handsets that offer CD music quality, stereo speakers and MP3 players; access to 3D gaming; video and audio streaming and video calling.

Customers can use Vodafone's new generation of 3G handsets in both Europe and Japan as services will be delivered seamlessly by Vodafone's global W-CDMA networks.

Vodafone plans to launch 10 new 3G handsets. The portfolio includes the Sharp 802, Sharp 902, Motorola E1000, Motorola V980, Motorola C980, NEC's Vodafone 802N, Sony Ericsson V800, Nokia 6630, Samsung Z110V and Samsung Z107V.

Full details of these services and handset availability will follow in November.