

SIMULTANEOUS LAUNCH ACROSS 13 COUNTRIES

VODAFONE LAUNCHES UMTS NETWORK AND SERVICES IN EUROPE AND JAPAN

Guindani: the start of a new era in mobile multimedia communications for all: consumers, businesses and the public sector

Vodafone live! will offer new information services, videos, 3D games and a jukebox with thousands of tracks

Milan, November 10, 2004 – The Vodafone Group announces the simultaneous commercial launch of its UMTS network and services across 13 countries (Austria, France, Germany, Greece, Ireland, Italy, the Netherlands, Portugal, Spain, Sweden, Switzerland, the UK and Japan). The new network, combined with the availability of 3G handsets, will enable millions of customers to use Vodafone live!'s mobile multimedia services on the move.

“Today’s announcement,” *stated Pietro Guindani, CEO of Vodafone Italia*, “signals Vodafone’s decision to satisfy the growing demand for personalised entertainment, information and communication services. In this way UMTS technology will translate into real benefits for the lives of our customers. The world leading provider of GSM services, Vodafone is now able to offer a sufficiently varied and extensive range of 3G handsets for a global commercial launch,” *added Guindani*. “This demonstrates our total faith in the potential of UMTS, without relying on intermediate technologies and in full compliance with the coverage obligations for licence-holders”.

The global launch marks completion of the first phase, which saw the successful rollout of the Vodafone Mobile Connect UMTS Data Card and services aimed at businesses and professionals.

6 new UMTS handsets, 3 of which are exclusive to Vodafone, will be on sale at Vodafone Italia stores from today, offering a wide range of prices. The Sharp V902, Motorola V980 and Sony Ericsson V800, together with the Nokia 6630, Samsung Z107 and Motorola E1000, represent the best range available on the Italian and European markets. The handsets have been designed in close collaboration with manufacturers to ensure easy-to-use service delivery.

Exclusive features include Europe’s first ever 2 mega-pixel camera phone, high sound quality provided by stereo speakers, and expandable memory cards enabling the download of full-length music tracks.

Partly based on customer feedback, the **Vodafone live! portal** has been given completely new graphics and content in order to provide even faster and easier access.

Vodafone live! will also see a new **approach to pricing**: from today Vodafone live! customers can browse the Vodafone portal free of charge in return for an access fee of just 19 euro cents.

In addition to video calling, key services include **Live! TV**, offering new TV programmes such as CNN, RAI News24 and Sole24Ore TV. Video clips will include Italy’s Serie A soccer

championship, exclusive Ferrari video content and, shortly, monthly trailers and clips from cult films, such as “The Incredibles” or “Bridget Jones 2”.

Entertainment will include video content from **Lucignolo**, **MTV Live Lounge** (sessions recorded by various artists for MTV’s popular programme), the Top 40 hit parade from **Top of the Pops**, video clips of various artists (with a special featuring a new singer each month), cartoons from **Looney Tunes** (including Bugs Bunny, Tweety and Silvestro, Daffy Duck, etc.) and videos from **Maxim**.

The **Live! Music** channel transforms the cell phone into a veritable jukebox, offering a library of thousands of tracks by leading home-grown and international artists to be downloaded direct to cell phones and listened to at any time.

Fans of **3D games** will not be disappointed. The greater download capabilities of the UMTS network will enable customers to download games offering the very highest quality graphics, sound and delivery.

It will be possible to produce longer and better quality **MMS videos** thanks to the improved camera resolutions of the new UMTS handsets.

Calls from UMTS cell phones to the 190 customer assistance service will automatically be rerouted to a 24-hour Call Centre, specially designed to handle queries about the new services.

Vodafone Italia’s UMTS network now provides coverage in 250 cities, places of tourist and business interest and major airports, representing 60.6% of the population.

Customers from all the 13 markets covered by today’s announcement of the launch of UMTS services will be able to travel abroad to other Vodafone markets and use Vodafone live! with UMTS services.

Vodafone’s networks have been engineered to deliver seamless voice, data and video roaming.