



OMNITEL: NEW PAN EUROPEAN SERVICE

Vodafone Group Customers can access the services in the same way as they do in their own country

Milan, 14 March 2001 - A new pan-European service has been launched by Omnitel Vodafone that enables a home environment to be recreated for roaming customers. From 1 March Vodafone Group customers will be able to use the same numbers that they use when in their own country, whilst Omnitel customers will be able to call the answer phone service by dialling 2020, the call centre with the usual number 190, 2010 for recharging, and other short code services without the need to add the international prefix when abroad. The service, which has been available for a few days in the 11 European countries in which the associated companies of the Vodafone Group operate, will be used by the over 80 million customers of the Group.

The chance to use the value-added services offered by one's own operator in an easy, rapid and familiar manner, is a further example of the Vodafone Group's global strategies aimed at improving and facilitating the use of mobile phones, also when abroad. Short Code is the second Pan European service, following the launch of Eurocall, the flat rate for roaming calls made using the Vodafone networks. The availability of these services, and those to follow in the coming months, is one of the strengths of the Vodafone Group's commercial policy, which is made possible by the pooling of the activities and know-how of the various network operators in order to increase the value of the range of innovative services offered to the customers.

The service is currently available through the following operators:

Vodafone (Great Britain), D2 (Germany), Omnitel (Italy), Libertel (Netherlands), Europolitan (Sweden), Telecel (Portugal), Airtel (Spain), Connex GSM (Romania), SFR (France) and Panafon (Greece), Polkomtel (Poland).

The short code Omnitel numbers that have been available from 1 March 2001 are as follows: 190 (call centre), 2020 (answer phone service), 2010 (telephone recharging), 2012 (credit card recharging), 42552 (music via mobile phone), 42005 (Omnitel 2000 customer service), 2000 (Omnitel 2000 voice).

The following numbers will also be activated over the next few months:

42266 (Internet mailbox), 42800 (mobile Internet access), 2821 (WAP access), 42810 (mobile access to corporate Internet), 2820 (access to corporate WAP), 42500 (Omnipay).