



VODAFONE OMNITEL LAUNCHES ALTER EGO THE FIRST SIM CARD WITH TWO TELEPHONE NUMBERS

Milan, February 28, 2003: On March 3, Vodafone Omnitel will offer its customers the new SIM card, Alter Ego, which allows the user to have two telephone numbers on the same SIM card - for both making and receiving calls - and to switch from one number to the other simply by using their mobile phone menu.

Once the service has been activated, the Alter Ego option will appear on the mobile phone menu where the original number of the customer - for those who are already Vodafone Omnitel customers - will be indicated as Number 1, and the new number as Number 2. From then on use of the two numbers is completely up to the customer who may easily and rapidly switch from one to the other without ever having to take out the SIM card.

The service caters to an unexpressed need: the freedom to be contacted only when and by whom you wish. You can in fact give out one mobile phone number to everyone and keep one private. Customers can choose to receive calls on only the number active at any one time or on both numbers.

One advantage of the system is its great simplicity: instant switching from one number to another, a single prepaid card to be charged for both numbers, the same price plan and accumulation of OmniOne points with both numbers.

Alter Ego is available to all Vodafone Omnitel corporate and private subscribers and prepaid customers, and may be activated at any Vodafone Omnitel sales outlet.

The new Bis service is being launched at the same time. In this case, two SIM cards correspond to the same number. This service is useful for customers who wish to keep a second SIM card in their car or car radio telephone or in a spare mobile phone, without having to transfer a SIM card from one phone to another. Thus the customer can always be contacted on the main or the second number.