



VODAFONE PROVIDES WI-FI AND UMTS LINKS FOR NEW MILAN EXHIBITION CENTRE

Vodafone Italia has installed and operates the mobile telecommunications system for **Fiera Milano S.p.A.**'s new exhibition centre, providing access to cutting-edge voice and data transmission services based on GSM/GPRS and UMTS technology.

Vodafone Italia also provides wireless broadband Internet and Intranet connection using both Wi-Fi technology and the UMTS network, enabling its customers to choose the most effective form of connectivity and ensuring ongoing innovative capacity and high quality services.

The Wi-Fi platform created by Vodafone for the Milan Exhibition Centre, one of Italy's largest spaces, will be open to both domestic and international visitors to the new centre.

The international nature of the Vodafone Group and the quality of its services, allied with the Fiera di Milano's experience in this sector, will further strengthen the Milanese exhibition centre's world leadership.

Vodafone Italia is part of the Vodafone Group, the world leader in the mobile telecommunications sector, operating in 26 countries and serving over 151 million customers as of December 31, 2004.

Vodafone Italia was Italy's first private mobile telephony operator. Since it was established in 1995 it has stood out for its innovative approach to services and communications.

At the end of December 2004, Vodafone Italia had over 22 million customers, 8 operational call centres around the country and over 2,000 outlets. The Company has international roaming agreements with 405 operators in 215 countries.

The GSM network covers over 97% of Italy, representing 99.4% of the population, as does the GPRS network completed at the end of 2000.

In February 2004 Vodafone Italia launched its UMTS network, offering data transmission to business customers and consumers, whilst May 2004 witnessed the rollout of UMTS services on handsets. As of November 2004, UMTS coverage had been extended to 60.6% of the population.

Vodafone's WLAN service extends and complements its existing GPRS and UMTS data network, which serves over a thousand hot spots around the country, including 7 major airports, exhibition and conference centres, and hotels.