

Milan, May 24, 2005

VODAFONE HEADS TO RIMINI FOR FITNESS FESTIVAL

TECHNOLOGICAL INNOVATION ALONGSIDE SPORT

RUNNING VILLAGE STAND IN PARTNERSHIP WITH "LET'S MOVE YOUR LIFE"

For the first time ever, Vodafone will this year be present at Rimini's Fitness Festival, with a stand in the Running Village in partnership with "Let's Move Your Life".

"Let's Move Your Life" is the new personal training programme created by Doctor Gabriele Rosa that combines the latest training and communications technologies. By exploiting Vodafone's data transmission solutions (such as the Vodafone Mobile Connect Card) and the new Vodafone Live! UMTS handsets, users can now train and keep in touch with their Personal Trainer whilst on the move.

Vodafone has chosen to be the Technology Partner of "Let's Move Your Life" in order to use its new technologies to benefit the world of fitness and training. All Vodafone Live! cell phones can, in fact, be used to access information on sport, culture, music and leisure activities.

A Vodafone outlet will be set up within the Running Village, giving visitors the chance to try out the new Vodafone Live! UMTS services and makes themselves familiar with the new price plans, including the recently launched Vodafone Passport, which has revolutionised the way customers can use overseas roaming.

Vodafone Omnitel N.V.

Società del gruppo Vodafone Group Plc.

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