



VODAFONE PRESENTS HAPPY MOBILE

MEDIASET HITS ON LIVE!TV

Milan, May 5, 2005 – Vodafone Live!’s UMTS programme schedule is being extended with the addition of Happy Mobile, the new channel produced by RTI New Media. The channel is entirely given over to comedy, with sketches and the best gags from the best known and most successful programmes broadcast by Mediaset.

By clicking on *Happy Mobile*, which can be found in the *Live!TV* section, users enter a world of content, which is updated weekly and can be accessed throughout the day. In addition to ever-popular successes such as “Scherzi a Parte” and jokes from “La Sai l’Ultima”, featured artists will include “Capsula e Nucleo”, alias *I Pali e Dispari*, and many others.

All *Happy Mobile* content is designed to get the most out of mobile TV. The service costs euro 1.50 a day and provides access to all the channels available on Vodafone’s Live!TV.

Vodafone Live!TV currently offers thematic channels that range from news to music and sport. These include: CNN, The Champions, RAI News 24 and the latest addition: Live!TV Music.