



DISNEY AND LOONEY TUNES ON VODAFONE CELL PHONES FOR SAINT VALENTINE'S DAY

Exclusive soundtracks and pictures

Milan, February 8, 2004 Vodafone is giving lovers the chance to mark Saint Valentine's Day with exclusive pictures of leading characters from the famous cartoons produced by **Disney and Looney Tunes (Bugs Bunny, Mickey Mouse, Tweety and Sylvester, Daffy Duck, Donald Duck** and many more). The images can be used as wallpapers for their cell phones or sent to their loved ones via MMS.

The music section of Vodafone live! is also offering the possibility to download the **soundtracks from the best-loved Disney cartoons** as polyphonic or real music ringtones. The content costs the same as any normal Vodafone live! service: polyphonic ringtones cost €2, real music ringtones €3 and colour pictures €1.5.

From **February 10 to 28** it will be possible to subscribe to a new promotional offer, "**Infinity SMS**". Thanks to Infinity SMS, each day all SMS after the first one will be free. The offer regards SMS sent from Italy to Vodafone Italia customers. Customers will be able to send up to 100 free SMS a day for two months following subscription of the service, paying for just the first SMS each day. The offer can be renewed for a further two months at a cost of €5 a month.

Vodafone is also offering **MMS** for the first two months: after the first MMS sent to a Vodafone Italia customer or an e-mail address each day, customers will be able to send up to a further 100 MMS a day free of charge to Vodafone Italia customers and to any e-mail address.

Infinity SMS can be activated via the service card, at a cost of €7, by calling freephone 42070 and by visiting www.190.it