

QUATTRORUOTE



PICTURES OF TRAFFIC DIRECTLY TO YOUR CELL PHONE

*VODAFONE LIVE! TO OFFER ALL THE INFORMATION NEEDED TO GET ON YOUR WAY
AND AVOID THE QUEUES*

Milan, June 1, 2005 – Vodafone is offering cell phone users the chance to view pictures of traffic conditions filmed by Quattroruote cameras, placed at key points around major cities. The new service, which is available exclusively to Vodafone customers, has been developed in conjunction with the monthly magazine published by the Domus group and enables customers to avoid the queues that usually build up during the summer holiday period.

Vodafone customers can use Vodafone live! to access information on the traffic conditions on Italy's entire motorway network, ring roads included, by directly checking the pictures provided by Quattroruote's cameras, which are placed along major motorways and on the ring roads around Milan, Rome, Turin, Florence and Bergamo. The pictures are accompanied by information on where the cameras are placed and the time the update was filmed.

Accessing the service is easy. All users need do is enter Vodafone live!'s "*traffico&mappe*" area to gain direct access to the special area dedicated to the partner, Quattroruote – Italy's number one monthly car magazine –, in which Vodafone customers can easily view pictures from the cameras directly on their cell phones, in order to get an immediate idea of how much traffic is using the various roads.

The special Quattroruote area on Vodafone live! also enables fans and potential purchasers to view price lists and the latest reviews of new models.