

## THE VODAFONE REVOLUTION, A FIXED NUMBER ON YOUR MOBILE

### **Guindani: first in Italy to break down barrier between fixed and mobile telephony**

*Milan, 26 October 2006* - Vodafone Italia is launching a revolutionary integrated solution that will change the way Italians communicate. Customers are being offered the chance to have a proper fixed-line number on their mobile phone without having to pay Telecom's line rental. An initiative that expands the boundaries of the telephony market by overcoming the separation between fixed and mobile, it is the latest development in the strategy embarked on with *Vodafone Casa*.

"We are the first company in Italy to break down the last barrier separating home and mobile phones," says CEO Pietro Guindani. "Our offering meets the needs of customers looking for total communication services. This is what we mean by simple, useful innovation. In a highly competitive environment, innovation and customer focus are crucial, since they allow a company to expand beyond traditional market boundaries."

The new all-in-one communication solution offers customers the best of mobile and fixed telephony on their mobile phone, providing the utmost in practicality and convenience. The innovative offering will be available to consumers as *Vodafone Casa Numero Fisso* and for business customers as *Vodafone InOffice Numero Fisso*.

Thanks to the new service, customers can receive all calls made to the fixed number of their choice on their mobile while they are at home, and choose up to 2 mobile phone numbers on which to receive calls. Nothing changes for the person calling, who will continue to pay normal landline rates, while the call will be free of charge for the person receiving it. When the customer is not at home he will either be informed of the call via SMS or can activate an answering service.

*Vodafone Casa Numero Fisso* is a further development of the *Vodafone Casa* offering launched last May with amazingly successful results.

*Vodafone Casa Numero Fisso*, which customers can already sign up for at stores, will enter operation from the beginning of next year. The advertising campaign will be launched in the next weeks with a new mission for special agents, Francesco Totti and Gennaro Gattuso, which will be broadcast by Italy's main TV networks. The advert was directed by Michele Placido.