



**OMNITEL A NEW LOGO IN JANUARY AND NEW EUROPEAN SERVICES IN THE FIRST MONTHS OF 2001
COLAO: INNOVATION AND QUALITY WILL INCREASE**

Paolo Huscher (IT) takes up a position in Vodafone in January

Rome, 21 December 2000 - The pan-European services of the Vodafone group will begin to operate in the first months of 2001. In January, Omnitel's membership of the world's largest telecommunications group will be highlighted by the fact that the Group logo will be displayed alongside the Company's.

The co-branding operation will take place simultaneously in the other six European operators of the Group and will gradually be extended to all the Vodafone companies in the rest of the world - 25 countries in 5 continents.

Vodafone is the largest mobile telecommunications operator in the world with around 70 million customers, 40 thousand employees and total group sales of about 12.5 billion pounds sterling (as at 31 March 2000).

The European services that the Group will launch in the first months of 2001 are the first trans-national offer ever given to mobile telephone customers in the world. Omnitel customers, like all Vodafone Group customers, will enjoy special conversation tariffs abroad, preferential roaming conditions and possibility of accessing services in the way they are used to in their own country.

The launch of the new co-brand will make Vodafone operators around the world immediately recognisable to the Group's customers travelling abroad and thus enable them to make immediate use of the services to commence in January.

"Omnitel is an important company for the Vodafone Group in terms of market, innovation and the advanced use of new technologies. - commented Vittorio Colao, Chief Executive Officer of Omnitel - Our membership of Vodafone and our activities within the Group have already yielded excellent results in terms of the joint operations developed for the launch of new ventures and services."

"Being an important part of a Group of this size - added Colao - is an important factor for the company's sturdiness besides guaranteeing a continuing lead in innovation and service quality built up within the internal market. Omnitel's management is strongly committed to making its contribution towards the global success of the Group, and the professionalism and experience of our staff will continue to be appreciated and used in order to share our experience and success with

the other Vodafone operators in the world."

From today, Omnitel's mission is to continue its record of success in the internal market and contribute, with the help of its staff, to the Group's success on markets throughout the world.

Vodafone is already making use of Omnitel's top management in numerous activities for the definition and management of the pan-European services and network. In particular, Paolo Huscher, Executive Manager for Information Technology management in Omnitel, will, in January, take up the management of IT operations for the whole Group. He is the first Italian manager to occupy a post of such importance. The details of Vodafone's new European structure will be released in January. The advertising campaigns planned to start in January that will announce the dual branding, venture in Italy and the rest of the world, are produced by McCann Erickson, Omnitel's advertising agency, which has been working on the Vodafone Group project for months.