

Media Release
29 March, 2006



Vodafone hits the accelerator on 3G in Queensland
*Vodafone live! with 3G and Vodafone Mobile Connect with 3G
goes live in Brisbane and selected areas of the Gold Coast on Friday 31 March*

Vodafone Australia has put the foot to the 3G pedal in Queensland today, dialling up Ferrari drivers Michael Schumacher and Felipe Massa via video call to launch its eagerly anticipated 3G network in Brisbane and selected areas of the Gold Coast.

Having snapped up 3G handsets and data cards when they first went on sale in late 2005, thousands of Vodafone's Queensland customers are already equipped to take advantage of Vodafone's wide range of music, made for mobile TV, video calling and mobile broadband services.

The new network supports Vodafone live! with 3G – a multimedia mobile entertainment and information service, and Vodafone Mobile Connect (VMC) with 3G – a mobile broadband service for PC and Apple Mac laptops.

Prior to the metropolitan Brisbane and areas of the Gold Coast launch, Vodafone introduced 3G services at Brisbane Airport in November 2005. Queensland's south-east corridor becomes the fourth Australian zone to experience Vodafone's 3G services, following the roll-out of 3G services in Sydney, Melbourne and Canberra.

Commenting on the significance of 3G services to customers, Michael P. Smith, general manager Queensland and Northern Territory at Vodafone Australia, said: "If you want the freedom and flexibility to work out of the office or want to download your favourite music track on your mobile when you're out and about, 3G is for you.

"Our 3G services enable customers to extract more fun, entertainment and information from every moment. Queenslanders are amongst the nation's most enthusiastic early adopters of 3G, so our growing reputation as the 'Smart State' is definitely ringing true."

One explanation for Queensland's early adopter status may relate to the state's business travel trends. More than 2.76 million business trips were made by Queenslanders in Australia during the 12 months to September 2005⁽¹⁾.

Vodafone live! with 3G

Vodafone live! with 3G provides over 200,000 music tracks, the latest music videos, made for mobile TV, sneak preview movie trailers, Sky News, Fox Sports, hundreds of high-resolution 3D and retro arcade-style games as well as video calling to any other 3G user who has a video calling capable phone within coverage areas.

Exclusive Vodafone live! with 3G content includes an Australian first with Jamie Oliver's mobile kitchen, Universal music content such as Kanye West (Touch the Sky) and Sugababes (Red Dress), Australian Rugby Union and Super 14 content, Vodafone live! at the Chapel, Grand Prix Ferrari and mobile TV 'mobisodes' of shows like South Park, Love & Hate and 24:Conspiracy.

Vodafone's 3G customer figures released last week show more than 87,000 Australians are now connected to Vodafone live! with 3G.

Vodafone live! with 3G handsets

Vodafone live! with 3G launches with six handsets in Queensland: the Sharp 903, the Nokia 6280, the Nokia N70, the Samsung z500, the Sony Ericsson V600, and the Motorola V3X.

One of the 'hero handsets' within the range is the Vodafone live! Sharp 903. Exclusive to Vodafone, the 903 is a sleek, black clamshell, which features Australia's first integrated 3 Megapixel camera with 24x digital zoom and stereo sound for the ultimate mobile music experience.

Vodafone live! with 3G special offers

Vodafone is offering the Nokia 6280, for \$0 on a 24 month \$79 Super Cap[#] or Talk&TXT 50 on a 24-month contract[#]. Vodafone is offering one month free 3G content to customers who choose any of the six Vodafone live! with 3G handsets on offer and sign-up to a 24-month \$79 Super Cap contract. The selected Vodafone live! with 3G content includes five free music tracks, unlimited music videos, video calling in Australia and unlimited mobile TV including Fox Sports and Sky News. The one month free Vodafone live! with 3G content offer ends May 31, 2006 and is applicable to the first full month of service.

(For Vodafone live! with 3G content prices, see notes to editors.)

Vodafone Mobile Connect (VMC) with 3G

In a move to carve out an entirely new market category for Vodafone through the provision of mobile broadband, today also sees the launch of Vodafone Mobile Connect (VMC) with 3G, a mobile data card for PC and Apple Mac laptops. Vodafone's mobile broadband service provides customers with data access at broadband speeds (up to 384 kbps) in 3G coverage areas.

VMC with 3G provides quick and easy access to email – with attachments, the internet, and business files held on the user’s company intranet or server, while out of the office or on the move.

The VMC with 3G data card retails for \$299 (RRP), and is also available to credit approved applicants for \$0 upfront, then \$12.46 per month for 24 months on Vodafone’s mobile payment plan.

As part of its global 3G network reach, Vodafone offers customers 16 international roaming destinations, subject to a charge of 1 cent per KB, with a minimum 10KB session fee.

(For Vodafone Mobile Connect (VMC) with 3G data bundle prices, see notes to editors.)

Notes to editors

Vodafone live! with 3G prices

Vodafone will continue to offer its customers high-value caps, including the \$49 Maxi Cap, the \$79 Super Cap and the \$149 Mega Cap, with most Vodafone live! with 3G content charged as additional services. However, the notable exception is video calling, which is included in the caps:

| Product | Launch price |
|--|-------------------------------------|
| Music tracks | \$2.79 per track |
| Video download | \$2.49 per event |
| Video streaming (canned) | \$1.49 per event |
| Video streaming (live TV) | \$1.49 per 10 minutes |
| Subscription services: Sky News Fox sports | \$2.99 each per month |
| Video calling | 1.5c per second (plus 20c flagfall) |

Vodafone Mobile Connect (VMC) with 3G prices

Vodafone currently offers a choice of three data bundles, with the freedom and flexibility to change between bundles from month-to-month, without penalty:

| Data bundle | Cost per month | Data per month | Additional usage |
|----------------|----------------|--|------------------|
| Data 100 | \$29.95 | 100MB | 0.2 cents per KB |
| Data 300 | \$49.95 | 300MB | 0.2 cents per KB |
| Data Unlimited | \$99.95 | Unlimited email and internet ⁽³⁾ (Fair use policy applies which may affect usage over 1GB/month) | |

For VMC with 3G customers travelling overseas, Vodafone offers 16 international roaming destinations, subject to a charge of 1 cent per KB, with a minimum 10KB session fee. To send a TXT message from a laptop, using VMC with 3G, is 25 cents per TXT.

ENDS

(1) *Tourism Research Australia, National Visitors Survey, September 2005*

Nokia 6280 available to credit approved applicants who connect to the \$79 Super Cap On Contract or the \$50 Talk&TXT On Contract for a minimum commitment period of 24 months:

\$70 Super Cap On Contract: Minimum cost to customer over 24 months is \$960 excluding any additional or excluded call costs for which the customer will also be liable. Super Cap has a minimum monthly spend of \$40. If connection is not maintained for 24 continuous months, an Early Termination Payment applies of \$39.50 x remaining months left on 24 month contract, plus any outstanding additional call costs for which the customer will also be liable.

\$50 Talk&TXT On Contract: Minimum cost to customer over 24 months is \$1200 excluding any additional or excluded call costs for which the customer will also be liable. Talk&TXT 50 has a minimum monthly spend of \$50. If connection is not maintained for 24 continuous months, an Early Termination Payment applies of \$25 x remaining months left on 24 month contract, plus any outstanding additional call costs for which the customer will also be liable. The above offers are subject to change and available while stocks last.

⁽¹⁾3G live! services are available with a 3G handset within 3G coverage areas in metropolitan Sydney, Melbourne and Canberra and are subject to network availability. Video calling is available in strong 3G coverage areas in Australia, and requires both caller and receiver to have a 3G capable handset.

⁽³⁾Vodafone's Data Unlimited bundle provides users with as much data in Australia as they can use, within the generous Fair Use policy, which may affect usage over 1GB per month. This bundle is only available to a single user and must not be shared across multiple users or multiple devices.

About Vodafone

Vodafone Group Plc is a leading mobile communications company. Vodafone has equity interests in 27 countries, and partner networks in a further 15 countries - leaving an unmatched network footprint. The company provides quality services to 3.45million Australian customers and has more than 179.3 million proportionate customers worldwide.

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