

news release

January 16, 2009



Vodafone puts online social networking on the map

~ Pocket Life combines online social networking with GPS and location-based services to unite friends in the real world ~

Vodafone Australia today announced the first trials of 'Pocket Life' - a mobile service that combines telecommunications with online social networking and the location-based capabilities of a Global Positioning System (GPS).

Pocket Life integrates all existing mobile communications capabilities, such as voice, SMS, picture messaging with GPS and the web, enabling friends and family to share their current locations, favourite places, real time directions and intended destinations.

Developed as an independent web and mobile internet service, Pocket Life is currently free to download, subscription-free and compatible with more than 30 mobile phones. The Pocket Life application can be downloaded from www.pocketlife.com and is available to customers on any mobile network in Australia and most mobile networks worldwide. Pocket Life customers on most networks will simply pay the mobile data charges associated with downloading maps and transmitting information to friends.

"Welcome to the real world, where friends and family can actually use technology to meet in person," said Hanno Blankenstein, Head of Innovation at Vodafone Australia. "Pocket Life literally puts your social life on the map, and it's up to each person to choose and categorise his or her friends and decide when and with whom to share their current location, favourite holiday photos and other personal information."

Pocket Life features a 'Favourites' page, which enables friends to rate and review movies, bars, clubs and restaurants while sharing precise GPS coordinates for specific locations and routes.

Blankenstein explains: “The applications of Pocket Life are endless, from bringing unprecedented spontaneity and serendipity to lunch, dinner or drinks with friends to choosing the inner circle with whom to share a secret surf or fishing spot, mountain bike track, retail or recreational venue.”

“Safety is an important feature of this application, enabling families to keep track of one another throughout the day. However, we’ve also considered personal privacy and with the push of a button, one can become invisible to other Pocket Lifer users. Pocket Life allows users to control the information they choose to share with other individuals and groups on the network,” he added.

Following more than one year of development, Vodafone Australia has released the beta version of Pocket Life to test the application in the real world and gain feedback from users, which will potentially drive further development and refinement of the application.

Further information is available from www.pocketlife.com

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Notes to editors

Hanno Blankenstein, Head of Innovation at Vodafone Australia and team lead of the creators of Pocket Life, is available for interviews. Please contact Greg Spears for further details or to arrange an interview.

About Vodafone

Vodafone is the world’s leading international mobile telecommunications group with approximately 280 million proportionate customers as of 30 September 2008. Vodafone currently has equity interests in 27 countries across five continents and over 40 partner networks worldwide. For more information, please visit www.vodafone.com

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