

Karlskrona 11 December 2003

New live! mobile phone at very attractive price

By offering the new Vodafone live! mobile phone Sagem My V65 at a very attractive price, Vodafone Sweden is now, just before Christmas, making it possible for more people to send and receive picture messages and enjoy Vodafone live!'s world of colour, sound and pictures. Vodafone also simplifies the pricing structure for its prepaid card.

"We are delighted to be able to offer the cameraphone with live-functionality at such attractive price. We are confident that with the communication possibilities that live! offers such as picture message services and e-mail function, Sagem My V65 will attract many of our prepaid customers. Especially since many of these customers lead very active lives, with mobile communication playing a key role in contacts with friends and for organising activities," says Geraldine Wilson, Chief Commercial Officer at Vodafone Sweden.

The Sagem My V65 will be in stock from this week and will only be sold together with Vodafone Prepaid at a recommended retail price of SEK 1,595.

In the beginning of January next year Vodafone Sweden will offer the Motorola V525 in Vodafone live! As for the Sagem My V65 the Motorola V525 will be available at a very attractive price together with Vodafone Prepaid. The recommended retail price of SEK 1,895.

Vodafone has made the world of mobile communication even more fun by introducing exciting new additions to its live! portal. One of the main attractions comes in the shape of the Simpsons where live! users can among other things check out Simpson ring tones and download animated pictures of Homer and the other characters from Springfield. There are also brand new ring tones in Vodafone live! based on the original theme music. They include excerpts from the original songs – complete with singing parts – which the users can download to their mobile phones. There is also a whole range of sound effects to choose from. Other additions in the live! portal include new Java games and there is a variety of new providers of weather services, stock market updates and entertainment guides.

From today Vodafone offers the same attractive rates to all its prepaid card customers whether registered or unregistered. This means that now all prepaid customers, for example, can take advantage of the low evening (19.00-07.00) and weekend (including holidays) price of 0.40 SEK to fixed line and other Vodafone customers. Additionally, all prepaid customers can send text-messages (SMS) for only 0.75 SEK every day 18.00-20.00. For more information about the Vodafone prepaid terms and conditions, please visit www.vodafone.se

Press pictures

Press pictures of the two new Vodafone live! mobiles: Sagem My V65 and Motorola V525 are available at: <http://www.vodafone.se/433.jsp?smid=3>

For more information please contact:

Johan Holmgren, Director Public Relations Vodafone Sweden

Tel: +46 708 33 14 00, e-mail: johan.holmgren@vodafone.se

About Vodafone live!

Take pictures, send and receive picture messages, video messages*, create and send your own postcards**, download and play games, send e-mail, download polyphonic ringtones, and get the latest news, information and pictures in colour on everything from sports and weather to the best restaurants and current movies with Vodafone live! You can, of course, also make and receive calls.

Vodafone live! is sold as a package in which cameraphones are pre-programmed for all the services and are ready to use from the moment you leave the store. You can easily access the services through the user interface of Vodafone live! straight from your phone.

When you buy any of the mobiles included with a new Vodafone subscription or prepaid card, you automatically get access to all the services in Vodafone live! This also applies to customers who already have prepaid cards or subscriptions with Vodafone. Supplemented with the phone, they can take advantage of the services in Vodafone live!

At present the **Nokia 3200, Sony Ericsson Z600, Sharp GX20, Sony Ericsson T610, Sharp GX10, Nokia 3650, Nokia 7650** and **Panasonic GD87**, are included in the offer. Vodafone Sweden plans to add more Vodafone live! models from various mobile phone manufacturers.

*With the Sharp GX20, Nokia 3650 and 7650

**With the Sony Ericsson Z600, more phones in live will offer the postcard service in the future