

Karlskrona, 16 June 2004

Ring for just 50 öre/call with Vodafone Sweden

Quality time is a relatively new term in society and now Vodafone Sweden is offering mobile quality time at a very attractive price. As from tomorrow, Vodafone Sweden customers can ring one another at a cost of only 50 öre/call – no matter how long they talk.

In June, Vodafone Sweden launched its new subscription "Mitt val" (My Choice) that includes 60 or 120 free minutes to every telephone network in Sweden and gives Vodafone customers the opportunity to tailor their subscription to their mobile habits. Now they can also choose an additional value package in "Mitt val", which means that they can call 1.4 million other Vodafone customers for only **50 öre/call** (0.50 SEK) – right round the clock, every day of the week.

"Our customers demand quality, service and value for money and for their 50 öre they get access to a good network and a customer service that does the business. In 'Mitt val' we have developed a subscription that we hope and believe corresponds to our customers' stringent requires for mobile usage and at the same time gives us the opportunity to continually put forward new, attractive mobile offerings like this", says Paul Moonga, Director Consumer Market at Vodafone Sweden.

The additional package for calls between Vodafone customers within Sweden for 50 öre is valid for 12 months. The monthly charge for the first three months is SEK 0, and SEK 50/month thereafter. The package can be taken up to 31 August this year or as long as stocks last.

Curious facts

What you can get in Sweden for 50 öre tomorrow:

- half a decilitre of petrol (SEK 10 /litre)
- a piece of chewing gum (price per piece 50 öre)
- 10 grams loose sweets (SEK 5/hectogram)
- a 56 metre taxi ride (SEK 9/km)
- a mobile phone call to us below until one of us gets tired of talking (if you are a Vodafone customer)

Calling Vodafone customer service on 222 is still free, even with the 50 öre offer.

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