

Press Release – Karlskrona 28 September 2001

Use your own voice to personalise your mobile phone

Europolitan Vodafone's customers can now use their own voices to listen to and download the most popular ring signals directly from Europolitan Vodafone's Voice Portal.

Two popular services have been combined to create additional capabilities for Europolitan Vodafone's customers. Europolitan Vodafone's Voice Portal is continuing to expand its service offering and now includes downloadable, ready-to-use ring signals among its current selection of news, programme listings, wine tips and much more.

Europolitan Vodafone's customers can choose from a multitude of different tunes in ring signal format, ranging from contemporary to classical music. Because it is speech-controlled and has an intuitive interface, the Voice Portal simplifies and enhances the opportunities for users to personalise their mobile phones.

"By simply dialling 825 and saying "Ring signals", our customers can gain easy access to one of the most popular mobile services available today," says Mikael Kluge, Director of Europolitan Vodafone's Mobile Internet business area.

"We are constantly updating and changing the range of signals available," continues Mikael Kluge. "This means that users are able to come back whenever they want and download new ring signals. Furthermore, the wide selection of signals means that there is always something to suit all tastes."

Europolitan Vodafone's Voice Portal was launched in spring 2001 and has grown steadily ever since, both in terms of content and user numbers. The portal was developed in collaboration with Pipebeach, a company specialising in speech recognition services.

The Voice Portal can be reached by Europolitan Vodafone's customers from all mobile phone models. Customers simply use their own voices to obtain a wide range of information and services including ring signals, current news, weather forecasts, share prices and sports news. To reach the Voice Portal, just dial 825.

For further information, please call:

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***Europolitan Vodafone** is a mobile operator with a license to build 3G mobile telecoms networks. Our strength lies in our focus on developing international services, service and quality. Europolitan Vodafone employs some 1,400 people and is listed on the Attract 40 list of the Stockholm Stock Exchange through its parent company, Europolitan Holdings AB. The company's majority owner is Vodafone of the UK, with 71 per cent of Europolitan Holdings AB. Private shareholders, investment companies and pension funds own the remaining 29 per cent. The Vodafone Group is represented on 5 continents and has around 93 million customers (proportional number of customers calculated on the basis of ownership). For more information, please visit **www.europolitan.se** and **www.vodafone.com**.*