

Karlskrona
5 November 2002

Get wine recommendations and Gourmet's restaurant guide directly to your mobile phone

Gourmet points Vodafone Sweden's customers to the best wines and restaurants

Vodafone Sweden's customers no longer have to feel indecisive when choosing from the massive selection of wines available at Systembolaget (the Swedish Alcohol Retailing Monopoly). Neither do they have to worry about finding the right restaurant when the occasion demands it. Vodafone Sweden's new consumer concept, Vodafone live! makes Gourmet's good wine and restaurant guide - Gourmet 199 Bord - available directly via mobile phone. Gourmet will be delivering its services under its own brand name.

Vodafone live! is Vodafone Sweden's new concept for consumers. Scheduled for launch before Christmas, it will make your mobile phone simpler and more fun to use. It includes the very latest mobile communication services in colour, sound and pictures, and the package includes the very latest camera phones in the market. The concept is sold as part of a package where mobile phones and all other services are ready to use directly on purchase.

"We are delighted that Gourmet has chosen to work with us. Gourmet is Sweden's leading gourmet restaurant guide and offers a host of services that are particularly well suited to mobile users, including wine tips whenever you need them and a good restaurant guide that includes all the necessary contact details wherever you are," says Göran Mannerstråle, Director of Consumer Affairs at Vodafone Sweden.

For Gourmet, the agreement opens up a whole new channel to its readers, as well as new income opportunities for the company's service range.

"There is a strong need among our customers to use our services regardless of their location, and with Vodafone Sweden we have found an attractive working partner for this purpose. The mobile phones that are included in Vodafone live! have colour displays and are capable of handling pictures, which opens up a whole new world of mobile communication that is entirely in line with our magazine's philosophy and our presence on the Internet," says Jan Nilsson, Gourmet's Chief Editor.

A montage depicting how Gourmet's range of services will be presented in Vodafone live! is available to download at <http://www.vodafone.se/433.jsp?smid=3>. The montage is free for publishing.

For more information, please contact:

Vodafone Sweden

Göran Mannerstråle, Director of Consumer Affairs

Tel: +46 708 33 18 45, e-mail: goran.mannerstrale@vodafone.se

Gourmet

Jan Nilsson, Chief Editor, Gourmet

Tel: +46 506 511 52, +46 709 47 90 39, e-mail: j.nilsson@gourmet.se

Europolitan Vodafone AB is listed on the Stockholm Stock Exchange O-list on Attract 40. The operations are conducted by Europolitan Vodafone AB and its subsidiaries, Vodafone Sverige AB and Vodafone Stores AB. The majority shareholder is Vodafone Group Plc, with 73.1 per cent of the shares, while private shareholders, investment companies and pension funds own the remaining 26.9 per cent. The Vodafone Group is the world's largest mobile network and is represented in 28 countries on five continents. It has over 229 million mobile telecoms users. Our services enhance the efficiency of companies' operations and make it simpler and more fun for people to communicate. For more information, please visit our web site at www.vodafone.se and www.vodafone.com.