

media alert



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Stand out from the crowd: Vodafone launches new, red BlackBerry Pearl

- The BlackBerry Pearl gets a sexy facelift in fashionably festive red -



Vodafone Australia and Research In Motion today announced the launch of the exclusive red BlackBerry Pearl. From JLo to the Beckhams, Mischa Barton and Paris Hilton, the BlackBerry was one of this year's most coveted celeb gadgets and with this hot colour upgrade, the BlackBerry Pearl is the ultimate combination of brains and beauty.

Set to top the Christmas wish lists of every fashionista in town, this sleek and sassy smartphone allows you to access your emails on the move and comes complete with digital camera and multimedia capabilities, such as video playback and music storage. Featuring an improved user interface, the red BlackBerry Pearl features the ever-popular, intuitive, pearl-like trackball navigation system which has set new standards in smartphone simplicity.

Incredibly easy to use, the BlackBerry Pearl helps you stay in touch with your emails while you're away from your computer. Emails are automatically sent to you once setup so there's no need to dial-up or manually connect. You can send and receive emails from a cab, at lunch, while shopping or between meetings, helping you make the most of your time. Best of all you're not faced with a mountain of unanswered emails when you return to the office.

The red BlackBerry Pearl is now available at selected Vodafone stores, priced at *RRP \$699.00 or \$0 up-front on a 24 month contract (see table below). For further information please visit:

<http://store.vodafone.com.au/Business.cfm>

Vodafone MyBusiness Cap and Vodafone Mobile Email with BlackBerry plans¹ &

FREE* BlackBerry® Pearl™ (red) smartphone²

Upfront Monthly Fee for combined plan (per month)	\$79	\$109	\$179
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MyBusiness Cap (per month) (not available with \$99 MyBusiness Cap)	\$49	\$79	\$149
+			
Vodafone Mobile Email with BlackBerry (per month)	\$30		
=			
Included MyBusiness Cap Value (Voice, TXT and more)^	\$310	\$550	\$1200
+			
Included BlackBerry Mobile Email Value	Unlimited BlackBerry Mobile Email ⁺		

Research In Motion, the RIM logo, BlackBerry, the BlackBerry logo and SureType are registered with the U.S. Patent and Trademark Office and may be pending or registered in other countries- these and other marks of Research In Motion Limited are used under license.[^] Mobile Email is subject to network availability and individual device capabilities. Mobile Email bundle required. Available to approved customers who connect to the combined \$49, \$79 or \$149 MyBusiness Cap & \$30 Vodafone Mobile Email with BlackBerry plan for 24 months. Minimum monthly spend is \$79 (\$MyBusiness Cap & \$30 Vodafone Mobile Email with BlackBerry), \$109 (\$79 MyBusiness Cap & \$30 Vodafone Mobile Email with BlackBerry) or \$179 (\$149 MyBusiness Cap & \$30 Vodafone Mobile Email with BlackBerry) respectively, and minimum cost to the customer over 24 months is \$1896 (\$49 MyBusiness Cap & \$30 Vodafone Mobile Email with BlackBerry), \$2616 (\$MyBusiness Cap & \$30 Vodafone Mobile Email with BlackBerry), or \$4296 (\$149 MyBusiness Cap & \$30 Vodafone Mobile Email with BlackBerry) respectively excluding any additional handset payments (if applicable), additional or excluded service costs. Early Exit Fee of \$39.50 (\$49 MyBusiness Cap & \$30 Vodafone Mobile Email with BlackBerry), \$54.50 (\$79 MyBusiness Cap & \$30 Vodafone Mobile Email with BlackBerry), or \$89.50 (\$149 MyBusiness Cap & \$30 Vodafone Mobile Email with BlackBerry) respectively x months left on the 24 month contract applies if not connected for 24 months. ~ Handset locked to the Vodafone network. Charge may apply to unlock. See handset box for details. ^ 1 month included value expiry. Some services excluded. + 1 month Included Data expiry. Data included is for use in Australia only.

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About Vodafone

Vodafone is the world's leading international mobile telecommunications group with equity interests in 27 countries and 33 partners across 5 continents. The company provides quality services to 3.68 million Australian customers and has more than 200 million proportionate customers worldwide.

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