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Vodafone encourages customers to go on roamin' holiday

~ Vodafone uses worldwide scale to slash international data roaming charges ~

Vodafone Australia today launched two international data roaming plans, dramatically reducing the price of mobile internet access for Australian customers travelling to 38 countries.

Vodafone's new Roaming Data Bundles are available in two sizes; 25MB for \$49 per month (Light) and 120MB for \$199 per month (Heavy). The Roaming Data Bundles are available as an optional extra to customers who have subscribed to Vodafone's popular 5GB for \$39 per month mobile data plan. The bundles enable customers to take their laptops overseas and connect to the internet using either their Vodafone Mobile Connect (VMC) USB modem or VMC Expresscard (supplied for \$0 as part of the 5GB/\$39 plan).

Vodafone customers have the freedom to choose the duration of their international roaming plan with a minimum period of one month, and are able to activate a new plan each time they travel. No additional fixed-term contract is required.

The 38 countries covered by Vodafone's new roaming plans currently account for more than 85 per cent of all Vodafone Australia's international roaming traffic. Most importantly, Vodafone Roaming Data Bundles include the essential markets of China, the US, UK, New Zealand, Singapore and India, making it more affordable than ever for Australian businesses to operate effectively in overseas markets.

"As the world's leading telecommunications company, Vodafone is best placed to provide Australian customers with the most cost-effective data roaming tariffs and can offer the largest global partner footprint of any Australian carrier," said Edward Goff, General Manager Business Markets, Vodafone Australia.

Edward Goff continues: "Australian business has evolved dramatically in recent years, with many more small, medium and large enterprises operating on the world stage. It's imperative for companies to ensure their staff can stay connected to the internet while working overseas."

"Australian business links with China are booming and many more Australians will travel to the country to experience this year's Olympics. Laptops are an invaluable tool for modern travellers and the new rates we've announced today provide convenience and value, eliminating the need to find internet cafés or rely on expensive hotel broadband connections."

Vodafone's new international Data Roaming Bundles offer exceptional value, saving customers up to 80 per cent* when compared to Vodafone's previous data roaming rates – which were already competitive in the local market. Excess data usage outside the Roaming Data Bundles will be charged 0.8 cents per KB.

Joseph Ferrar, Product Manager for International Data Roaming at Vodafone Australia, comments: "Mobile broadband is one of the major success stories of the Australian telecommunications industry. Vodafone's customer base has soared since the introduction of the 5GB/\$39 plan last year, enabling us to negotiate significantly better rates with our partner networks overseas. Vodafone is now able to bring economies of scale to bear and introduce considerable cost savings to our Australian customers."

Ferrar continues: "Today's announcement puts serious daylight between Vodafone and our competition in Australia, which, in some cases, can be up to 15 times more expensive on their international data roaming rates. This is particularly relevant to customers who regularly download or upload documents while overseas."

Ferrar concludes: "Many customers view their laptop as an essential device for both work and recreation, so while these plans have been developed with the modern business traveller in mind, they are equally relevant to personal customers planning an overseas holiday."

**Calculated on basis of a customer using their full data allocation per month.*

Monthly Data Roaming Tariff	Cost / Content
Light Roaming Data Bundle	\$49 for 25MB roaming / month
Heavy Roaming Data Bundle	\$199 for 120MB roaming / month

Vodafone Mobile Broadband

Vodafone currently offers the best deal for mobile broadband in Australia with its 5GB/\$39 a month plan available on a 24-month contract.

Vodafone's 5GB data plan, launched in November 2007, comes complete with a free Vodafone Mobile Connect USB modem or the recently launched E800 Expresscard, both valued at RRP \$299.00. The offer is available to new or existing customers.

Countries and networks

Many countries offer a 3G broadband experience for customers travelling overseas. Where no 3G network exists, customers will be able to use the local GPRS networks.

The below tables outlines the international travel destinations that will be services by either Vodafone Operating Companies or network partners under Vodafone's Roaming Data Bundles:

Country	Network / Service
Europe	
Austria	3G Broadband
Belgium	3G Broadband
France	3G Broadband
Germany	3G Broadband
Greece	3G Broadband
Ireland	3G Broadband
Italy	3G Broadband
Netherlands	3G Broadband
Portugal	3G Broadband
Sweden	3G Broadband
Switzerland	3G Broadband
United Kingdom	3G Broadband
Asia-Pacific	
Hong Kong	3G Broadband
Japan	3G Broadband
Malaysia	3G Broadband
New Zealand	3G Broadband
Singapore	3G Broadband
Rest of World	
Egypt	3G Broadband
South Africa	3G Broadband

Country	Network / Service
Europe	
Spain	3G
Poland	3G
Rest of World	
Egypt	3G
United States of America	3G

Country	Network / Service
Europe	
Croatia	GPRS
Cyprus	GPRS
Czech Republic	GPRS
Denmark	GPRS
Estonia	GPRS
Finland	GPRS
Hungary	GPRS
Iceland	GPRS
Luxembourg	GPRS
Malta	GPRS
Romania	GPRS
Slovenia	GPRS
Turkey	GPRS
Asia-Pacific	
China	GPRS
Fiji	GPRS
India	GPRS

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Notes to the Editor - Terms and Conditions

Monthly Roaming Data Bundles

1. Monthly Roaming Data Bundles are available to credit approved customers who are connected and remain connected to one of the selected domestic Vodafone Data Bundle contracts for at least 24 months and who pay by Direct Debit for the life of the contract.
2. Minimum monthly spend for the Monthly Roaming Data Bundle is \$49 for the 25MB Monthly Roaming Data Bundle or \$199 for the 120MB Monthly Roaming Data Bundle. This is in addition to the monthly access fee of your selected Vodafone Data Bundle contract and excludes any additional device repayments (if applicable) and additional or excluded service costs.
3. 1 month credit expiry period applies. Included data awarded with your Monthly Roaming Data Bundle which is not used by the end of the monthly billing period or when you terminate your contract with Vodafone is forfeited.
4. Usage over 25MB per month for the \$49 Monthly Roaming Data Bundle and usage over 120MB per month for the \$199 Monthly Roaming Data Bundle is charged at \$0.008 per KB with a minimum charge per session of 10KB.
5. Included data awarded with your Monthly Roaming Data Bundle only includes data accessed through a Vodafone Mobile Connect Card, a Vodafone approved USB Modem or a Vodafone approved mobile phone when used as a modem only. Included data awarded with your Monthly Roaming Data Bundle does not include services such as Blackberry usage, Vodafone live!, WAP, Premium TXT and Chat.
6. Connection to the Monthly Roaming Data Bundles is recurring. The minimum monthly access fee of your chosen Monthly Roaming Data Bundle will continue to be debited from your account each month until you notify Vodafone that you want to discontinue the Monthly Roaming Data Bundle service.
7. There will be no pro rata discounts if you cancel your Monthly Roaming Data Bundle service mid-billing cycle. Such cancellation will not take effect until the end of that monthly billing cycle. You will be liable for the full minimum monthly access fee of your chosen Monthly Roaming Data Bundle until the end of the monthly billing cycle in which you cancel the Monthly Roaming Data Bundle service. You will be awarded your included data allowance for that month.
8. You will be liable to pay your minimum monthly access fee on a pro rata basis from the date you connect to the Monthly Roaming Data Bundle until your first full billing cycle. Your included data allowance will also be pro rated.
9. GST does not apply to overseas roaming rates and access fees.
10. You can only change between Monthly Roaming Data Bundles at the end of a monthly billing cycle.
11. Monthly Roaming Data Bundles are only available for use with roaming data within the coverage areas of preferred selected overseas networks – see vodafone.com.au for details. If you use roaming data outside of the coverage areas of the preferred selected overseas networks, you will be charged a rate of \$0.008 per KB with a minimum charge per session of 10KB.
12. Vodafone Mobile Broadband roaming service will not be available in all overseas countries and in the countries where the Vodafone Mobile Broadband roaming service is available, it may not be available in all geographic areas of that country. See vodafone.com.au for coverage information.
13. All Vodafone services, including the Vodafone Mobile Broadband roaming service, is subject to network limitations and availability and individual device capabilities. Some Vodafone services may not be available whilst roaming in some countries.
14. All Vodafone plans may be modified or withdrawn by Vodafone at any time.
15. All prices and credit expiry periods are current as of April 2008 and are subject to change. For full terms and conditions of, and a full price list for accessing and using, the plans and other services, refer to the [Vodafone Standard Form of Agreement](#) at vodafone.com.au.

Vodafone Mobile Broadband - 5GB for \$39 a month for 24 months with free USB modem (Australia)

Available to credit approved customers who connect to Vodafone on a \$39 Data Bundle contract for 24 months and pay by Direct Debit for the life of the contract. Minimum monthly spend is \$39 and minimum cost to the customer over 24 months is \$936 excluding any additional device repayments (if applicable), additional or excluded service costs. Early Exit Fee of \$25 x months left on the 24 month contract applies if not connected for 24 months. You will be liable for your monthly access fee on a pro rata basis from the date you connect to the Data Bundle until your 1st full billing cycle. Actual charges may vary on your statement as each charge is rounded to the nearest cent before GST is included. Usage over included data is charged at 10c per MB. Data included is for use in Australia only. Included data expires each month. Some services excluded. Vodafone Mobile Broadband is subject to network limitations and availability. Outside 3G broadband areas (which currently cover metropolitan areas of Sydney, Melbourne, Canberra, Brisbane, the Gold Coast & Sunshine Coast, Adelaide and Perth plus all international airports in Australia) Vodafone Mobile Internet operates at slower access and download speeds on Vodafone's GPRS network (which covers 92% of the places you live and work in Australia).

About Vodafone

Vodafone is the world's leading international mobile communications group with equity interests in 25 countries and 39 partner networks across 5 continents. The group provides quality services to 3.57 million Australian customers (excluding MVNO customers) and has more than 252 million proportionate customers worldwide.

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