

Global IT Dist. Channel

Vodafone Group Plc 07 March 2005 7 March 2005 VODAFONE TO SET UP GLOBAL IT

DISTRIBUTION CHANNEL - SIGNED AGREEMENTS WITH INGRAM MICRO AND TECH DATA

Vodafone Group Plc today announced its intention to establish a global distribution channel for its business products and services through leading IT resellers. Building on existing national IT distribution agreements, Vodafone has extended its relationship with both Ingram Micro and Tech Data with new agreements that include the provision of global marketing and sales support. The Vodafone business products and services available include the award winning Vodafone Mobile Connect 3G/GPRS datacard range, Europe's first high speed lap top datacard allowing customers to be connected to all their usual office applications whilst on the move. In addition, Vodafone will also make available the Blackberry from Vodafone range, providing the basic features of a mobile phone, with the benefits of being able to access e mail and attachments whilst travelling. As part of its overall strategy of channel engagement, Vodafone will provide specific product training and education to Ingram Micro and Tech Data's sales network and certification of key computer product resellers as approved resellers of business mobility systems. Peter Bamford, Chief Marketing Officer, Vodafone said, "These new partnerships allow Vodafone to use an effective channel for selling our mobile data products, in addition to our retail stores and direct sales force. Partnering with the two leading pan-European distributors who have significant market reach means a greater number of business customers will have wider access to the Vodafone range of business products and services."

- ends - Notes for Editors: Ingram Micro has commercial distribution agreements with Vodafone Australia, SFR (France), Vodafone Germany, Vodafone Italy, Vodafone Netherlands, Vodafone New Zealand and Vodafone UK. Tech Data has commercial distribution agreements with SFR (France), Vodafone Germany, Vodafone Spain, Vodafone Sweden and Vodafone UK (through Computer 2000).

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