



Press Release

The Chairman of RCS MediaGroup Guido Roberto Vitale announces that, starting from August 1, 2004, Mr. Vittorio Colao will join the Group as Chief Executive Officer.

Mr. Vittorio Colao will resign from the Board of Vodafone Group Plc, where he has been operating since 1996, leaving his responsibility of Chief Executive Officer of Vodafone Italy, Southern Europe, Middle East and Africa.

Milan, 23rd June 2004