

General Wireless offers innovative eSMS technology

Stockholm, July 15, 2004 - eSMS enables users to send, receive, forward and reply to SMS messages from Microsoft Outlook's email program. Thanks to an agreement with Starhome and General Wireless, Vodafone Netherlands customers can now enjoy this new service, named PC SMS.

As a leading mobile operator in the Netherlands with a broad customer base, Vodafone Netherlands is constantly seeking innovative ways to improve its service offering. The new eSMS service, named PC SMS, is a further step in this direction.

Downloadable free of charge from www.vodafone.nl, Vodafone's Netherlands PC SMS lets subscribers send, receive, forward and reply to SMS directly from their MS-Outlook, using already established contact lists for both individuals and groups. Customers pay for the SMS messages sent via their monthly phone bill. In a first stage, the service will be available to business subscribers only. Consumer subscribers will be offered the service at a later date.

"SMS has long been a preferred communication method among teen mobile phone users. Today, there is growing awareness of the commercial potential of short messaging in the business segments and SMS services are increasingly being integrated in corporate communication solutions. We are very pleased that Vodafone Netherlands has chosen our technology for its new service", said Anders Hardebring, CEO at General Wireless.

eSMS Executive opens up new ways for today's 1 billion mobile subscribers and 500 million PC users to communicate by converging the technologies of email programs and SMS into two-way eSMS. This new groundbreaking solution enables mobile operators worldwide to provide a user-friendly service to mobile subscribers, driving SMS traffic.

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About General Wireless (www.generalwireless.com)

General Wireless provides user-friendly, two-way eSMS solutions to mobile operators for corporate and personal use.

The company is a Microsoft Office Marketplace partner in many countries as well as an IBM Partnerworld partner.

Customers include mobile operators such as Telecom Italia Mobile, Vodafone, Orange, O2 and Telia.

About Vodafone Netherlands (www.vodafone.nl)

Vodafone is one of the largest mobile telecommunications companies in the Netherlands and is a part of the worldwide

Vodafone Group, the world's largest telecommunications company for mobile telephony with 133.4 million customers.

The Vodafone Group has participations in the share capital of mobile operators in 26 countries. It also has a joint

venture with networks in 13 countries.