



**VODAFONE AMERICAS FOUNDATION WIRELESS INNOVATION PROJECT
ISSUES “LAST CALL” FOR APPLICATIONS**

***Prize to Invest \$600,000 in Wireless Innovations for Social Benefit Accepting Applications
Until February 2***

SAN FRANCISCO, CA — January 9, 2009 — The Vodafone Americas Foundation today issued a final call for applications to its Wireless Innovation Project, an initiative that seeks to identify and fund the best innovations using wireless related technology to address critical social issues around the world. Applications will be accepted online at <http://project.vodafone-us.com> through February 2, 2009.

This new competition will award three winners prizes of \$300,000, \$200,000 and \$100,000 for unique, late-stage wireless innovations that offer the best potential for creating social change in the areas of education, health, economic development, the environment and access to communication.

“Wireless has the potential to change the world and we are delighted with the diverse array of applications the Wireless Innovation Project has received so far,” said June Sugiyama, Director of the Vodafone Americas Foundation. "By leveraging Vodafone's expertise in wireless and our worldwide commitment to furthering social good, the Wireless Innovation Project is a unique way to discover and invest in groundbreaking technological innovations with the potential for global impact. Anyone with an interest in using wireless technology for good should apply."

The Vodafone Wireless Innovation Project is open to projects submitted by applicants from universities and the nonprofit organizations based in the United States. Eligible projects must demonstrate a multi-disciplinary approach that uses an innovation in wireless related technology to address a critical global issue and has the potential for replication and large scale impact. Applicants must also have a business plan or basic framework for financial sustainability and rollout.

Applications will be accepted online at <http://project.vodafone-us.com> through February 2. Eight finalists will then be chosen for in-person presentations in March 2009 and the winners will be publicly announced and recognized at an event hosted by the Vodafone Americas Foundation in April 2009. Wireless Innovation Project winners will be selected by a panel of judges comprised of experts in wireless engineering, international school development and social entrepreneurship.

The Wireless Innovation Project builds on the success of Vodafone Americas Foundation's local grantmaking strategies and aligns with other Vodafone global philanthropic initiatives, such as Vodafone's partnership with the U.N. Foundation to use technology for humanitarian projects and the Vodafone Spain Foundation's work with universities and telemedicine.

The Vodafone Americas Foundation has changed the competition's name to the Wireless Innovation Project to reinforce the individual nature of the contest. More information about the Wireless Innovation Project is available at: <http://project.vodafone-us.com>.

###

About the Vodafone America's Foundation

Vodafone Americas Foundation is part of Vodafone's global family of foundations. We are affiliated with Vodafone, the world's leading mobile telecommunications company that has significant presence in Europe, the Middle East, Africa, Asia Pacific and the United States. In the U.S., our foundation is located in the San Francisco Bay and the Metro Denver Areas where most of our employees live and work, and where we strive to make a positive and enduring impact on our communities. The Foundation is driven by a Passion for the World Around Us. We make grants that help people in our communities and around the world lead fuller lives.

Contact:

Deborah Schneider -- 415 277 6973

dschneider@prandcompany.com

Brenda Dos Santos -- 415 277 6974

bdsantos@prandcompany.com