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VODAFONE ENHANCES 4G OFFER WITH EXCLUSIVE NETFLIX PARTNERSHIP

- Vodafone enters into exclusive mobile promotional partnership with Netflix in the UK
- Vodafone 4G customers to get a six month pre-paid subscription to Netflix, giving them access to a wide variety of movies and TV box sets including original series like House of Cards, Arrested Development and Orange is the New Black
- Vodafone Ultrafast 4G now available in more than 230 cities and larger towns and hundreds of smaller communities

Vodafone is to launch an exclusive mobile promotional partnership with Netflix, the world's leading Internet television network. The agreement will give Vodafone Red 4G customers* in the UK the opportunity to access, via their smartphones, tablets or other devices, a wide variety of movies and TV box sets, including original series, for a period of six months. Combined with as much UK mobile internet as you want for the first three months, followed by generous data allowances and unlimited talk and text, it's yet another brilliant reason to choose a Vodafone Red 4G plan.

The promotional offer of six months Netflix with Vodafone Red 4G price plans* will be available in-store, online and by phone from July.

Vodafone Red 4G customers choosing Netflix will have access to a wide variety of movies and TV box sets, including original series such as the BAFTA-nominated House of Cards, Arrested Development and Orange is the New Black, for six months with the offer available to customers until December 2014. Netflix allows its members to instantly watch as many TV programmes and films as they want, as often as they want, anytime and anywhere they want. Customers will be able to use their smartphones or tablets to watch an ever growing selection of titles, with new episodes added regularly, and start watching on one device while resuming on another.

Cindy Rose, Consumer Director Vodafone UK said: 'With 4G, speed is just the start: it's what you can do with it that's really exciting. We're delighted to be partnering with Netflix so that our Red 4G customers can enjoy their favourite TV programmes and films when out and about. We're already offering 4G in hundreds of cities, towns and villages across the UK, providing an amazing video streaming experience. There's no need to mess about finding a wifi hotspot, with ultrafast 4G you can just enjoy your favourite entertainment on the move whenever you want it.'

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Bill Holmes, head of business development at Netflix, said: "Netflix is all about giving people the freedom to watch what they want to watch, when they'd like to watch it, on whatever device. This partnership with Vodafone further enhances that freedom to watch while on the go."

In the last few months, Vodafone has expanded its ultrafast 4G coverage to 233 cities and towns and hundreds of smaller communities across the UK. Rollout of ultrafast 4G services is part of more than £1 billion Vodafone is spending on its network and services across the country this year. That investment comes on top of the £802m that Vodafone spent acquiring the widest portfolio of mobile spectrum in last year's auction of new capacity by Ofcom. Vodafone plans to provide indoor and outdoor coverage using 2G, 3G and 4G services to 98% of the UK population by the end of 2015.

* Netflix offer is available for Vodafone Red 4G plans priced over £26.

For further information:

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Notes to editors

Definition of ultrafast 4G coverage rollout: Live in 106 locations with population of over 10,000, and starting to rollout in 127 locations with a population of over 10,000. Ultrafast 4G is also live in a number of locations with population of under 10,000. For a list of cities, towns and districts visit www.vodafone.co.uk/4g. Customers can check Vodafone's current and planned coverage at <http://www.vodafone.co.uk/our-network-and-coverage/uk-coverage-map/index.htm>