

[Pay as you talk firststep version]

[date]

Dear <customer name>,

Important information about the Vodafone pay as you talk service

I am writing to explain a few changes that will soon be happening to our call charges. Some call costs are being reduced by a few pence and other costs are being increased.

How will these changes affect you?

From 1st April 2003, calls to other mobile phone networks will cost 35p per minute at any time of day or night when using the pay as you talk firststep price plan. (These calls are currently 50p per minute during weekday daytime and 30p per minute at any other time). In addition, the minimum charge for a call will be adjusted to 10p. There is no change to the standard cost for calling national and local UK numbers, other Vodafone mobiles or for sending text messages.

If you would like further information about these changes, or details about the alternative price plans that we offer, please visit the Vodafone web site at www.vodafone.co.uk or call 1581 free of charge from your Vodafone mobile.

There's nothing that you need to do

The majority of our standard call charges will not be affected and the value of your TopUps will remain the same. The only changes are those that we've explained in this letter.

Thank you for choosing Vodafone and for being part of the world's largest mobile community. Please call 1581 free of charge or check online at www.vodafone.co.uk if you have any questions about these changes.

Yours sincerely,

Helen Keays
Customer Development Director

(All call charges refer to calls made within the UK and include VAT).