

news release



11 September 2013

VODAFONE UK APPOINTS NEW CONSUMER DIRECTOR

Vodafone UK has announced that Cindy Rose has been appointed Consumer Director, Vodafone UK, and joins the business in the coming weeks. In this role, Rose will assume responsibility for Vodafone's UK Consumer business reporting to Guy Laurence, Vodafone UK Chief Executive.

During her four years as Virgin Media's Executive Director, Digital Entertainment, Rose was responsible for the launch and deployment of Virgin Media's award winning next generation TV service, powered by TiVo, the US-based technology company. She also launched Virgin TV Anywhere, a multiscreen entertainment service which extends the TiVo experience to PCs, tablets and smartphones both in the home and on the go.

Rose had previously spent 14 years in a variety of senior roles across The Walt Disney Company. A political science graduate from Columbia University, she holds a doctorate from New York School of Law, and has practised both as a solicitor in the UK and as an attorney in her native United States.

Vodafone UK Chief Executive Guy Laurence said: *"I am delighted Cindy is joining us. This is an exciting time for Vodafone, and Cindy will add great value as a member of the UK senior management team given her breadth and depth of experience."*

Cindy Rose said: *"I'm very excited to be joining Vodafone at this time. The mobile industry is at an interesting crossroads, and I believe my experience in both the cable and content sectors will be increasingly relevant as the customer experience begins to converge."*

For more information please contact:

Vodafone UK Media Relations
01635 666777
ukmediarelations@vodafone.com

Vodafone UK

Vodafone House, The Connection, Newbury, Berkshire RG14 2FN, England
www.vodafone.com

Vodafone UK Media Relations
Telephone: +44 (0) 1635 666777