

06/10/2008

TELEFÓNICA SIGNS GLOBAL AGREEMENT WITH FACEBOOK TO INCORPORATE DIRECT ACCESS FROM ITS MOBILE PORTALS

- **The agreement is open to all mobile business units in every country where Telefónica operates**

Madrid, 6th October 2008. Telefónica and Facebook have reached a global agreement allowing the integrated telecommunications operator to seamlessly integrate access to Facebook's mobile service and applications from all of Telefónica's mobile portals. This agreement will expand the current relationship between the companies in the UK into a worldwide agreement.

Facebook is a leading social networking website and one of the most visited sites in the world, with more than 100 million registered users. This agreement will enable Telefónica's more than 171 million mobile subscribers to stay in touch with their friends on Facebook and take part in one or more social networks, depending on their work, academic, or leisure interests, at any time and from anywhere.

Incorporation into the agreement will take place in two stages, both for Europe and for Latin America. The first stage includes Ireland, Germany, Spain, Brazil, Mexico, Argentina, Chile and Colombia. The second encompasses Venezuela, Peru, Ecuador, Central American countries, the Czech Republic and Slovakia.

Every participating country may include a link in the browsing menu of its mobile handsets to Facebook's mobile service, allowing customers to send digital content (photos and videos) through integrated MMS services (currently, more than 24 million pictures are uploaded to Facebook each day).

Direct access to Facebook thus joins the complete range of mobile services and products that Telefónica has made available to its more than 171 million mobile accesses throughout the world.