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## TELEFÓNICA TO BRING IPHONE 3G TO LATIN AMERICA ON AUGUST 22

**Madrid, August 6<sup>th</sup>, 2008.-** Telefónica Latinoamérica today announced that it will bring iPhone 3G to Latin America on August 22. iPhone 3G will be available in Argentina, Chile, Colombia, Ecuador, El Salvador, Guatemala, Peru and Uruguay.

iPhone 3G combines all the revolutionary features of iPhone plus 3G networking that is twice as fast(\*), built-in GPS for expanded location-based mobile services, and iPhone 2.0 software which includes support for Microsoft Exchange ActiveSync and runs hundreds of third party applications available through the new App Store.

“The demand for iPhone 3G has been unprecedented from our customers in the UK, Spain and Ireland and we expect the same success in Latin America,” said Jose María Álvarez-Pallete, managing director of Telefónica Latinoamérica. “For the last 17 years, Telefónica has always been fully committed to bringing the most innovative telecommunications offers to Latin America, which remains one of the most important markets for the company.”

Details of pricing will be announced at a later date

**Telefónica** is one of the largest telecommunications companies in the world in terms of market capitalisation. Its activities are centered mainly on the fixed and mobile telephony businesses with broadband as the key tool for the development of both.

The company has a significant presence in 25 countries and a customer base that amounts more than 245 million accesses around the world. Telefonica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% private company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4,704,996,485 ordinary shares traded on the Spanish Stock Market (Madrid, Barcelona, Bilbao and Valencia) and on those in London, Tokyo, New York, Lima, Buenos Aires and São Paulo

*(\*). Based on 3G and EDGE testing by Apple. Actual speeds vary by site conditions.*