

## VODAFONE: LIGABUE ONLY ON VODAFONE LIVE!

### Ligabue's concert on July 22 live on Live TV

### Prizes to be won include tickets for backstage and passes for the concert on August 6

*Milan, July 3, 2006* – Vodafone launches an exclusive mini-site entirely devoted to Luciano Ligabue on Vodafone live!, offering songs, videos and concerts exclusively for Vodafone customers who love great music.

For the first time on Vodafone live! you can download from the Ligabue site 10 videos and 10 songs from the best concerts in the "Nome E Cognome Tour 2006", including "Happy Hour", "L'Odore Del Sesso" and "E' Piu' Forte Di Me", directly from the San Siro concert on May 27.

Videos of interviews, backstage and pictures are also available, as well as the video of the new single "Happy Hour", ringtones and ringing tones.

On Vodafone My Radio you can listen to 10 songs live and a choice of tracks with accompanying commentary, chosen directly by Ligabue, **all available exclusively to Vodafone customers.**

On July 22 Ligabue's concert "Live in Palermo" will be broadcast **live and exclusively for Vodafone customers**, who can experience all the emotions of great Italian music on their Vodafone mobile phone. The concert will also be available on Vodafone live! for some days following the event.

Anyone who downloads Ligabue content from Vodafone live! or links up to the live concert on Live TV will take part in the draw for 8 pairs of tickets for the concert in Pescara on August 6. What's more, anyone who activates the Music promotions after having downloaded Ligabue content will take part in the draw for a couple of tickets to go backstage of the Pescara concert.

Luciano Ligabue's new single, "Happy Hour", is the exclusive soundtrack for Vodafone's new summer advert. For the first time one of his songs accompanies an advertising campaign, linking Ligabue's highly energetic style of rock music with Vodafone's enthusiastic and dynamic image, represented by the claim Life is NOW.