



news release

VODAFONE MUSIC ZERO LIMITS 2008 TAKES OFF LIVE MUSICA, MOBILE AND WEB VASCO TO BEGIN ON MAY 29 IN ROME

www.zerolimits.it

Milan, 22 May 2008 – Vodafone Italia is launching the second edition of **Music Zero Limits**, the projects that combines live music, the web and mobile telephony to offer customers a leading role in each of the events programmed. Through Music Zero Limits Vodafone will partner some of the most popular singers during their Italian tours, thanks to the partnership with Milano Concerti, Barley Arts and ZooAperto. **Vasco** will be the first in the series with his concert in Rome on May 29, followed by **Negramaro, Avril Lavigne, Ligabue, Finley, Max Pezzali and Madonna**.

The project is named after **Zero Limits**, the price plan for the young launched last year by Vodafone, with special offers for calls, SMS and Internet access from mobile phone and PCs, now extended to give more space to music, something of primary interest to teenagers.

Music Zero Limits offers everyone a chance to get closer to their favourite artists. Up to July 20 a large number of tickets for the concerts of **Vasco, Ligabue and Avril Lavigne** can be won with the new Music Zero Limits competition. All Vodafone customers with a consumer price plan can take part simply by buying content featuring an artist on the Vodafone live! portal or the www.zerolimits.it website. Full regulations are already available on the website and the Vodafone Live! portal.

The www.zerolimits.it website, specially created for Vodafone Zero Limits customers, will also contain information on the concerts: tour dates and venues, a direct link to mobile content for each artist, lots of interviews and exclusive backstage coverage. From this year the website will also include two new areas: "*I was there*", where customers can send a video of their participation in the concert, and "*The artist answers*", aimed at customers who have signed up for the Vodafone Zero Limits plan and which enables them to upload their video-question. A selection of the best will be put to the artists who will answer in a video.

Vodafone Zero Limits customers can also buy tickets for the concerts directly at the site even when they are sold out, get a ticket upgrade and book entry through the special Vodafone gate.

VODAFONE AND MUSIC. This year Vodafone is once again confirming its major role in the live music world, creating an 'experience money can't buy' for its customers. Music Zero Limits marks the continuation of Vodafone's involvement with the world of music, which began in July 2004 when it was the first to launch ringing tones in Italy. It was also the first, in November of the same year, to permit the full-track download of songs. In May 2006 Vodafone created Interactive DJ, the first interactive radio service designed for cell phones. Proof of the success of Vodafone's music-related services is provided by the growing number of music downloads registered to date: more than 6 million tracks have been downloaded from the Vodafone live! mobile portal.

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