



# news release

## **VODAFONE ITALIA AND EMI MUSIC PROMOTE “FREE MUSIC”**

### **LAUNCH OF NEW SERVICE FOR DOWNLOADING SONGS FROM THE VODAFONE LIVE! PORTAL WITHOUT “DIGITAL LOCKS”**

### **BEGINNING WITH THE BEST OF VASCO ROSSI, LENNY KRAVITZ AND COLDPLAY OVER COMING WEEKS**

*Milan, 18 July, 2008.* Vodafone Italia, in collaboration with EMI Music, is launching a new service to download music in mobile MP3 format without DRM, the “digital locks” used to limit the downloading of songs on to PCs, MP3 devices and other terminals. A major event in the world of mobile digital music, thanks to this service users now have the freedom to download their favourite songs on to their mobiles and all music players without restrictions.

One of Italy’s leading artists has been chosen to mark the launch of the service: starting from July Vodafone customers can download the best of Vasco Rossi from the Vodafone live! Portal, with the range of choice soon to be extended to include other great artists such as Lenny Kravitz and Coldplay. Each customer can download up to 10 songs of the highest quality available on the internet at the cost of €5.

**VODAFONE AND MUSIC.** The DRM-free service in collaboration with EMI Music 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 2007 Vodafone launched Music Zero Limits, confirming its status as a key player in the live music world. The success of Vodafone’s music services is also confirmed by the over 12 million music downloads effected from the Vodafone live! music portal up to the present day.