

VODAFONE'S VASCO ROSSI SPECIAL
VODAFONE LIVE! TO BROADCAST UDINE CONCERT AND
REMIX OF SINGLE "COSA VUOI DA ME"

July 8, Milan – Vodafone live! is running a special on the Vasco Rossi concert to be held at Udine's Friuli Stadium at the end of the *Buoni o Cattivi* Tour 2005.

From July 11, all UMTS customers, by entering the *live! TV* section, can view the complete version of the rock star's last concert in his 2005 Tour. To coincide with the event, Vodafone will be offering exclusive backstage film, wallpapers and polyphonic and real-music ringtones with Vasco's best-loved tracks.

Via the Juke Box area, Vodafone customers will have exclusive access to the new version of the single "Cosa vuoi da me?" remixed by DJ Molella.

Live! TV can be accessed at the special price of €0.90 a day until September 30. Other content can be purchased for prices starting from €1.