

**VODAFONE MUSIC ZERO LIMITS LAUNCHED: FIRST INTERACTIVE SERVICE
COMBINING LIVE MUSIC WITH CELL PHONE AND WEB**

*8 ARTISTS AND OVER 200 CONCERTS IN 12 MONTHS
ELISA MAKES DEBUT PERFORMANCE TOMORROW FROM PALERMO'S PALASPORT*

Live concerts on Vodafone live! and chance to meet favourite artists backstage

Milan, 13 April 2007 – Vodafone Italia announces the launch of **Music Zero Limits**, the new service conceived and created in collaboration with Friends & Partners, and combining live music with the web and the cell phone. Music Zero Limits will see Vodafone involved with some of the most popular artists to tour Italy in the next 12 months. Eight musicians have agreed to take part so far: **Elisa** will open with a concert in Palermo on 14 April and will be followed over the coming months by **Zucchero, Biagio Antonacci, George Michael, Raf, Tiziano Ferro, Francesco Renga and Max Pezzali**. For the first time in Italy, Music Zero Limits will allow users to fully interact with singers, via the web and their cell phone, before, during and after each concert, getting first-hand experience of every one of the 200 events planned.

The concert ticket, which will be personalised by Vodafone, will be transformed into a master key offering all fans the chance to come into contact with their idol even before the concert starts, thanks to a multitude of opportunities for interaction via both the website and the special ministore created on the Vodafone live! portal. By sending a text message to the number shown on the ticket music fans can gain free access to backstage coverage and interviews with artists, and can personalise their cell phone with exclusive musical content from their favourite singer. The code number on the ticket will also enable them to take part in an exclusive competition, offering the chance to win Vodafone gadgets and cell phones every day.

Music Zero Limits will bring everyone closer to their favourite musicians. Vodafone live! will offer live coverage of the most important concerts. In addition, for 4 months after the concert, it will be possible to relive the excitement and event highlights in a 20-minute clip. Cell phones will provide access to the Music Zero Limits ministore with pages dedicated to each star with songs, ringtones, pictures, backstage coverage and interviews.

The www.zerolimits.it site will dedicate extensive space to the initiative, providing customers with all they need to know about the concerts and tour dates, direct links to mobile content for each artist, lots of exclusive interviews and backstage coverage, concert highlights and items of interest regarding the artists.

Each day a new competition will offer the chance to win tickets for the main tour dates. Zero Limits customers will also see the ticket they have won turn into a pass granting access to the private 'Snake Pit' area behind the stage or the chance to meet their favourite singer backstage.

Finally, all customers who sign up for the Vodafone Zero Limits plan will be offered a whole range of new services. It will be possible to buy concert tickets a week before they go on sale or, in the event of a sell-out, directly at the www.zerolimits.it site.

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VODAFONE AND MUSIC: 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.