

# VODAFONE MUSIC ZERO LIMITS WITH ZUCCHERO AT MILAN'S MUNICIPAL ARENA

***"DOWNLOAD AND WIN" COMPETITION OFFERS TICKETS FOR MILAN  
CONCERTS AS PRIZES***

***30 FANS WILL GET TO MEET ARTIST BACKSTAGE***

*Milan, 6 June 2007 - At the three Milanese concerts, forming part of Zucchero's "Fly Word Tour 2007", to be held at the Municipal Arena on 7, 8 and 9 June, Vodafone Music Zero Limits will present various initiatives designed to bring young people into contact with their idol.*

Every day customers who have downloaded a Zucchero track from the Vodafone live! portal before 30 May have been offered the chance to win 2 tickets for the Milan concerts, and Zero Limits customers could even hope to win the chance to meet Zucchero backstage on the very same evening. *The winners can report on their experience on the zerolimits.it site and see themselves in the special photo report of the event involving the artist.*

Before each concert members of the public can win a ticket upgrade to see the concert from the snake pit, the special reserved area below the stage, **just by sending an MMS.**

**For the first time in Italy, Music Zero Limits** customers can interact with their favourite singers via web and cell phone before, during and after each concert, and play a leading role in each of the more than 200 events programmed.

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](http://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.

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](http://www.zerolimits.it) site.

**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.