

## **ROBBIE WILLIAMS EXCLUSIVE TO VODAFONE**

*The new album Rudebox on Vodafone live!  
Exclusive pictures and videos*

*Milan, 24 October 2006* – Vodafone is launching an exclusive mini-site entirely devoted to Robbie Williams on Vodafone live! Fans of the British pop singer can download his new album, Rudebox, which will be available exclusively for Vodafone customers for four weeks.

On Vodafone live! you can download live videos - "Rudebox", "Trippin'" and "Feel" - from the Robbie Williams site, along with extracts from the best concerts in his recent world tour, and videoclips and ringtones from the new album and the most famous songs in the catalogue.

And if you buy a UMTS phone you can download all the songs in the new Rudebox album free. Just access Vodafone live! and type in the code inside the packaging to listen to the new hit by today's trendiest pop singer on your mobile phone or PC.

You can listen to all the songs from Robbie Williams' new album on Vodafone Interactive DJ, the first radio for mobile phones. Interactive DJ can also be accessed via the web at [www.190.it](http://www.190.it) by entering the Vodafone Music Store.

Robbie Williams is the most recent of a series of major initiatives exclusive to Vodafone featuring great Italian and international artists such as Ligabue, Red Hot Chilli Peppers, Madonna, Pink, Vasco Rossi and Laura Pausini.

Vodafone has always been involved with the music world and this initiative is one of many of a kind since July 2004, when it was the first to launch Ringtones in Italy and also the first, in November of the same year, to permit the full-track download of songs.