



## VODAFONE AND VASCO ROSSI TRACKS LIVE

### LAUNCH OF VODAFONE'S RECHARGEABLE MUSIC PROJECT

#### An exclusive collection of Vasco Rossi Songs with Vodafone's Top-up Cards

From mid-August Vasco Rossi's album **Vasco Rossi Tracks Live**, consisting of eight of the best tracks from his live repertoire, will be available.

The CD, to be sold in a special pack, will be produced exclusively for Vodafone as part of its **Rechargeable Music** initiative, which will entail the publication of a new collection of songs by leading international artists every 2 to 3 months. The CD will be sold with €3 and €10 top-up cards in return for payment of an additional €5.

The project represents an innovative approach to marketing by emphasising Vodafone's keen awareness of customers' needs and the Company's constant search for new customer-oriented solutions. The initiative follows in the wake of Vodafone's ongoing relationship with the music business, which has often provided the backing for the Company's adverts, helping to launch real music and fashion crazes.

Given his immense popularity in Italy, Vasco Rossi was the obvious choice for the first artist in the series. The Vasco Rossi Tracks Live CD is the first ever example of creative synergy between Italy's most famous singer and a mobile operator, enabling Vasco fans and lovers of great music to access low-cost, quality productions. Additionally, this project helps to foster the correct use of CDs and avoid the phenomenon of masterising pirate copies.

Vodafone's offering, moreover, represents a revolutionary means of music distribution, providing a uniquely widespread chain of more than 80,000 retail outlets, from which it is possible to buy Vodafone top-up cards. The CD contains some live songs from his most recent concerts, including Imola, Stupido Hotel and San Siro: *Rewind*, from the 1999 concert in Imola, *Albachiara*, the closing song for all Vasco Rossi concerts, *Generale*, his 2002 hit; *Gli spari sopra*, an everlasting rock favourite, *Ogni volta*, a classic, *Sally*, from the Stupido Hotel concert and *Una canzone per te* and *Liberi Liberi*, used to close the 2003 San Siro concert. This collection represents an overview of Vasco Rossi's music, by including the main stages in his artistic development from *Albachiara* to *Generale*.