



VODAFONE INVENTS THE FIRST EVER MOBILE DJ

SARA VALBUSA TO BE FIRST MOBILE DJ ON LIVE! TV MUSIC

Milan, May 23, 2005 – The launch of *Live!TV Music* represents a new must for music fans who wish to stay in touch with the very latest news on the best known stars.

Sara Valbusa, who has hosted various music programmes, is Vodafone's choice as presenter of the new music-only channel to be broadcast on Live!TV, thus becoming the first Mobile DJ.

Each week Sara Valbusa will present two exclusive hit parades, one for the most downloaded *Ringling tones* and another for the most popular *Real Music Ringtones*. She will also talk about what is going on in the Italian and international music scene, and show videos of chart topping tracks.

"I am honoured to have been chosen to become the first Mobile DJ," says Sara Valbusa. "I was immediately keen on the idea of fronting the new channel, especially since its a completely new media. I reckon this new means of communicating via cell phone will offer many more ways of bringing people closer to the world of music."

Live!TV Music content, which is updated weekly, is accessible to all Vodafone Live! customers round the clock. The service costs €1.50 a day and provides access to all the channels available on Vodafone's Live!TV, including CNN, The Champions and RAI News 24.