

news release



Thursday 1 September 2005

Vodafone and Jamiroquai band together
The Vodafone live! music channel explodes with a bang

Vodafone today announced its sponsorship of the upcoming Jamiroquai tour of Australia, which will see the iconic super group play a series of outdoor and indoor concerts across the country. The 'Vodafone Presents Jamiroquai' tour is another aspect of Vodafone's increasing commitment in bringing music to Australians. The sponsorship also offers Vodafone customers the chance to download exclusive 3G mobile content including video clips, full music tracks, interviews and live concert performances from Vodafone live!.

Jamiroquai, widely renowned for their vibrant and energetic live shows, will play seven concerts during the 'Vodafone presents Jamiroquai' tour. Rosie Gray-Spencer, General Manager, Brand and Communications at Vodafone said, "Vodafone's sponsorship of Jamiroquai is exciting, especially considering it's already an exciting time for our customers in the build up to the launch of our 3G service. When the Vodafone 3G network is launched, we'll have a phenomenal 500,000 full music tracks including exclusive Jamiroquai tracks ready to download to handsets along with wallpapers, ringtones, and artist reviews.

"Vodafone is set to increase its sponsorship of music events where we will bring exclusive music content and tracks to our customers through the Vodafone live! music channel. You will be able to get all your music needs from Vodafone live! whilst on the move."

Jamiroquai fans with Vodafone handsets who purchase tickets through the Visa pre-sale offer (5-11 September) also have a chance to win ticket upgrades for the ultimate Jamiroquai experience. By entering the competition, fans have a chance to win a barcode that will be sent to their handsets granting them access to 'The Red Zone' – the VIP area for Vodafone customers.

Rosie Gray-Spencer continued, "Being such an amazing live act makes Jamiroquai a perfect fit for Vodafone. We're mutually ecstatic at the partnership and we look forward to bringing amazing concert experiences to fans across Australia. Vodafone continues to take its customers into the world of music on the move."

Vodafone Presents Jamiroquai Tour

Friday 25 November 2005 – Melbourne, Myer Music Bowl

Monday 28 November 2005 – Canberra, Australian Indoor Stadium

Wednesday 30 November 2005 – Newcastle Entertainment Centre

Saturday 3 December 2005 – Sydney, Centennial Park

Tuesday 6 December 2005 – Brisbane, The Riverstage

Friday 9 December 2005 – Adelaide, Memorial Drive

Sunday 11 December 2005 – Perth, Supreme Court Gardens

- ends -

For more information and interview opportunities, please contact:

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Notes to Editors:

What is Vodafone live!

Vodafone live! is a mobile portal that opens up a world of music, movies, news, sport, games, PXT and video messaging, enabling customers to make the most of every moment. The service has continued to grow since its launch in April 2003 and now has more than 400,000 Australian customers, mainly made up of young and active Australian adults (aged 18-30) and daily commuters. Vodafone live! Services are subject to network capacity and availability and individual handset capabilities.

There are over 30.9 million Vodafone live! customers worldwide Vodafone live! is currently available in 16 countries [UK, Ireland, Germany, Italy, Greece, Sweden, France, Netherlands, Hungary, Switzerland, Portugal, Spain, Australia, New Zealand, Egypt & Malta].

About Vodafone

Vodafone Group Plc is a leading mobile communications company – 25 per cent of the world's mobile phone users are connected to Vodafone. Vodafone has equity interests in 27 countries, and partner networks in a further 14 countries - leaving an unmatched network footprint. The company provides quality services to 3.2 million Australian customers and has more than 165 million proportionate customers worldwide.

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