



Embargoed to 27 February 2007

## **TeamVodafone races into hands of fans**

Vodafone is literally putting Aussie heroes, TeamVodafone drivers Craig Lowndes and Jamie Whincup in the hands of V8 Supercars fans, with a suite of TeamVodafone mobile phone content launched today.

Craig expects that the content – including behind-the-scenes footage, all the latest V8 news and the official *TeamVodafone Racing* game – will be a huge hit with fans.

“There is so much to discover about the world of V8 Supercars beyond the track and Vodafone live! with 3G is a fantastic place for fans to learn more about TeamVodafone,” said Craig.

Vodafone live! with 3G delivers fans unique TeamVodafone content, including ringtones, screensavers and wallpapers as well as:

### ***Triple 8 TV on Vodafone live! with 3G***

- A new dedicated channel which features all the latest V8 news, including the season schedule, driver interviews, pre and post race commentary, race results, test footage and championship standings.
- Catch all the behind the scenes action in the pits at every motor race this season, streamed live.
- Available for a monthly subscription of \$8 under the News & Sports pack, with the first month free.

### ***Players Lounge & TeamVodafone Racing***

- The Players Lounge is a site on Vodafone live! dedicated to Vodafone’s sporting heroes, and is the place to go for fans looking for the inside scoop.
- TeamVodafone mobisodes take viewers behind-the-scenes with Craig and Jamie at the Triple 8 workshop, on the road and even at home with their families. The mobisodes, which are free to download, are updated monthly, with the first mobisode introduces the Triple 8 Race Engineering team as Craig conducts a full workshop tour.
- The official *TeamVodafone Racing* mobile game will test the skills of any V8 fan who wants to see how it feels to race a TeamVodafone Ford Falcon BF around the track. Download for just \$5.

Vodafone has joined forces with the team’s official handset partner, Sony Ericsson, to launch a special edition Sony Ericsson K800i TeamVodafone handset.

“The Sony Ericsson K800i TeamVodafone handset gives fans access to all the exclusive content on Vodafone live!, so they can get their fix of V8 entertainment on the move,” said John Casey, Chief Marketing Officer Vodafone Australia.

# news release



The Sony Ericsson K800i TeamVodafone handset includes pre-loaded content and a TeamVodafone lanyard. It will be available exclusively on track during the V8 Supercars series at the TeamVodafone merchandise store, for the discounted price of \$0 on a 24 month \$49 Maxi Cap contract.

- ends -

## **For more information please contact:**

Jessica Forrest, Vodafone Australian on 0419 933 920 or [jessica.forrest@vodafone.com](mailto:jessica.forrest@vodafone.com)  
Alison Caldicott, Pulse Communications on 0410 865 235 or [alison@pulsecom.com.au](mailto:alison@pulsecom.com.au)  
Martine Cousins, TeamVodafone on 0411 289 630 or [martine.cousins@teamvodafone.com](mailto:martine.cousins@teamvodafone.com)

## **Notes to Editor**

To view Mobile TV you require Vodafone live! with 3G. Vodafone live! subject to network availability and handset capabilities. 3G in selected metro areas on 3G capable handsets. See [vodafone.com.au/coverage](http://vodafone.com.au/coverage) for details.

TeamVodafone Handset (K800i) locked to the Vodafone network. No charge applies for unlocking. Available to approved customers who connect to the \$49 Maxi Cap on Contract for 24 months. Minimum monthly spend is \$49 and minimum monthly cost to customer over 24 months is \$1176, excluding any additional or excluded service costs. Early Exit Fee of \$24.50 x months left on the 24 month contract applies if not connected for 24 months. 1 month credit expiry. Vodafone live! downloads and some services excluded.

## **About Vodafone**

Vodafone Group Plc is a leading mobile communications company. Vodafone Group has mobile network ownership interests in 26 countries, and partner networks in a further 33 countries- leaving an unmatched network footprint. The company provides quality services to 3.52 million Australian customers and has more than 191 million proportionate customers worldwide

© Vodafone Pty Limited 2006: VODAFONE and the Vodafone logos are trade marks of the Vodafone Group. Other product and company names mentioned herein may be the trade marks of their respective owners.