

Karlskrona, 11 May 2005

500,000 tracks to choose from at Sweden's largest mobile music store Summer music sale at Vodafone Sweden offers an unlimited number of downloads for just SEK 99

1 June will signal the start of this summer's big music sale at Sweden's largest mobile music store - Vodafone live! Vodafone Sweden's 3G customers can browse and choose from 500,000 full-length tracks in the music store – all of which can be downloaded directly to their 3G handsets - at unbeatable prices:

- **singles: SEK 8.90 each**
- **Package of 10 tracks: SEK 39**
- **free downloads the whole summer for a one-time fee of SEK 99.**

Customers won't find full track download music this cheap anywhere else, not even at fixed network music stores. Prices apply from 1 June 2005 to 31 August 2005.

"Since we launched our music store last November, our catalogue of full track downloads has grown from 3,000 to 500,000 tracks and constitutes Sweden's largest mobile music store. Partnerships with major record labels means we can offer more music categories than just the top-selling hits - at very attractive prices," says Anders Jensen, Head of Consumer Marketing at Vodafone Sweden.

"To encourage more of our 3G customers to discover what a huge selection of music is at their disposal, we will be kicking off in June with a music sale that will last the whole summer. With a 3G handset customers can download music anytime, anywhere – on the beach, in the bus, etc. – and play the songs directly on their mobile phone's media player. This makes the 3G mobile a unique music gadget," he says.

Digital record collection at Vodafone live!

Many of the 3G handsets sold by Vodafone Sweden can be fitted with a 1-gigabyte memory card, on which you can store hundreds of tracks. What's more, all tracks that the user downloads to his or her handset are also saved automatically online – under "My Music" – in the service portal. This means that users always have access to the tracks they've bought, even if they are not saved on their mobile at a given time.

New search engine

With Vodafone Sweden now offering as many as 500,000 tracks, the music store has been equipped with a new search engine which makes searching for favourite tunes even simpler and more convenient.

For more information, please contact:

Anders Jensen, Head of Consumer segment, Vodafone Sweden

Tel: +46 708 33 13 17, e-mail: anders.jensen@vodafone.com

Appendix 1

The 10 most downloaded tracks from Vodafone Sweden's music store in April 2005 were:

AC/DC - Thunderstruck

Kent - Vålgärningar & illdåd

Green Day - Holiday/Boulevard Of Broken Dreams

Van Morrison - Brown Eyed Girl

Simon & Garfunkel - The Sound Of Silence

Europe - The Final Countdown

Pink Floyd - Another Brick In The Wall

John Legend - She Don't Have To Know

Elvis Presley - Jailhouse Rock

Gunther & the Sunshine Girls - Ding dong song