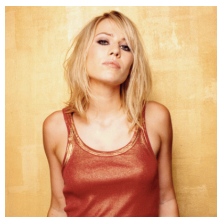


19 July 2008

By: Florin Troaca, Communications News Editor



Natasha Bedingfield  
Natasha Bedingfield's  
official website

## **LG, Natasha Bedingfield and VH1 Partner to Save the Music**

*A live version of the song Angel was turned into an exclusive ringtone*

LG Mobile Phones has recently announced a new partnership with the VH1 Save The Music Foundation and the pop star Natasha Bedingfield. The young English singer and songwriter has donated a live version of "Angel", a song from her latest album, Pocketful Of Sunshine, for the creation of an exclusive mobile ringtone. [admark=1]The ringtone costs \$2.99 and can be bought by US fans until September 28, from VH1's website or by texting "SAVE" to 66555. Most of the money raised after the selling of the ringtone will be used by the VH1 Save The Music Foundation for music education. "At LG Mobile Phones, we are passionate about the importance of music education. Ringtones are one of the many ways people can bring music to their phones, and we're excited Natasha Bedingfield has joined our partnership with VH1 Save The Music to help raise awareness and additional funding through this mobile experience," stated Ehtisham Rabbani, vice president of product strategy & marketing, LG Mobile Phones. Paul Cothran, executive director, VH1 Save The Music Foundation, added: "We are thrilled that both LG Mobile Phones and Natasha Bedingfield have made this commitment to The Foundation and music education. Through this partnership, we will continue our mission of restoring instrumental music education programs in America's public schools and raising awareness about the importance of music as a part of every child's complete education." Natasha Bedingfield's implication in helping the VH1 Save The Music Foundation comes after lots of other music stars have announced, over the years, their support: Mariah Carey, Alicia Keys, Beyonce, Jewel, Rob Thomas, Billy Joel, John Legend, Kiefer Sutherland, Sting, John Mayer, John Bon Jovi, Roger Waters and so on. The VH1 Save The Music Foundation was established in 1997 with the goal of restoring instrumental music programs in the public schools across the US.