

20 March 2008

By: Cosmin Vasile, Communications News Editor



## [Madonna's Latest Album Promoted Exclusively Through Vodafone](#)

*Mobile content from 'Hard Candy' album will be available prior to official launch*

**Vodafone** and Warner Music International have completed an agreement allowing new music and mobile content from Madonna's highly anticipated new 'Hard Candy' album to be distributed and promoted exclusively to Vodafone customers around the world, prior to the April 28th global release of **Madonna's** 11th studio album for Warner Bros. Records. Starting on April 21st, a total of seven tracks from 'Hard Candy', with songs by the multi-platinum, Grammy-winning singer, songwriter and video visionary, will be released at a rate of one a day counting down the week before the album is available. Each track will remain live for 24 hours for download before being replaced by the next one. "As the number one digital music service provider in the mobile telecommunications industry in Europe, Vodafone has revolutionized the way people experience music on their mobiles and the collaboration with Warner Music builds on this heritage," said Frank Rovekamp, Global Chief Marketing Officer, **Vodafone** Group. "Through our unique insight into what our customers want and how they prefer to listen to music this is yet another example of delivering superior music experience to customers." In addition, Vodafone customers in selected markets including Spain, Portugal, Germany and Belgium will get exclusive mobile access to the newly released single '4 Minutes', effective immediately. John Reid, Vice Chairman WMI and President, Warner Music Europe, said, "We are delighted to be able to debut such a rich menu of content from 'Hard Candy' through Vodafone live! This is an innovative way to reach millions of Madonna fans around the world, building anticipation and excitement around this landmark release and helping to create a real event for **Vodafone** customers." As part of this unique music experience, Vodafone customers in all participating territories will have access to Madonna's mini site on Vodafone live! which will include one week of exclusive, associated mobile content, including ringtones, ringback tones and SMS tones.