



October 19, 2010

O₂ Crew celebrates its birthday

MUNICH. It all began with the MTV European Music Awards in Berlin. To mark its first anniversary, O₂ Crew is returning to the origins of its success and is sending ten lucky winners to attend the music industry's hottest event; the MTV Music Week in Madrid. 48 other participants will travel to London with O₂ Crew to see top British crossover combo, the Gorillaz. As always, you can register to take part as a Captain or Crew Member via the www.o2crew.de website. The specials are starting from 21 October.

Peter Rampling, Managing Director of Marketing at Telefónica O₂ Germany:

“Within the space of one year, around 100,000 subscribers have registered on the O₂ Crew website. Some of the past year’s highlights included, for example, the exclusive CD release tour by Amy Macdonald, Lady Gaga at O₂ World Berlin or more recently the cinema preview of ‘The Social Network’ in five cities simultaneously. We aim to build on this success next year!”

2010 was characterised by the O₂ Crew: O₂ organised 30,000 tickets for events throughout Germany and anyone who registered at www.o2crew.de was able to win free tickets for concerts, cinema previews, comedy events and much, much more. To reward the outstanding commitment and the numerous registrations, O₂ Crew is going international to mark its anniversary: Not only are they giving away ten tickets for the MTV Music Week and the special event on 7 November in Madrid, but also 48 tickets to the Gorillaz concert on 16 November at “The O₂” in London.

At the centre of the interactive campaign is the website www.o2crew.de, where O₂ customers can register and set up a crew with themselves as captain. They can then invite their friends to register on the O₂ Crew website too using SMS, e-mail or social networks. Customers of other mobile telecommunications providers can also become crew members. The crew captain and the crew can then win free tickets to the events.

At concerts, events and lifestyle occasions, O₂ customers enjoy additional benefits that guarantee them first-row seats even at sold-out events: With the so-called Blue Ticketing, for example, O₂ reserves the last few tickets to selected events for its customers or offers special tickets as much as 48 hours before the start of the official advance sales. These Blue Tickets can only be ordered by O₂ customers at www.o2crew.de.

A Telefónica company

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Further information is available at: www.o2crew.de

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