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Collaboration with the concert agency Marek Lieberberg Konzertagentur: Exclusive benefits for O₂ customers

MUNICH. Telefónica O₂ Germany has negotiated an extensive contract for collaboration with the Marek Lieberberg Konzertagentur (MLK), Germany's leading event organiser, which will enable O₂ to provide its customers with exclusive offers for numerous MLK concerts and events. For example, they will be able to buy tickets 48 hours before they officially go on sale. As part of this collaboration, Telefónica O₂ Germany will also be named the new key sponsor for telecommunications at the "Rock am Ring" and "Rock im Park" festivals.

The new offer from O₂, which will be will be launched in April, will include pre-sale purchase rights for over 1,000 events and more than three million tickets throughout the whole of Germany. O₂ customers can access this extraordinary service on the Internet at www.o2more.de. O₂ is therefore the exclusive mobile ticketing partner of MLK.

"Because our customers matter to us, we offer them more than just mobile phones and tariffs; we give them the opportunity to experience the best live events", explains Peter Rampling, Managing Director Marketing at Telefónica O₂ Germany. "The collaboration with the Marek Lieberberg Konzertagentur gives us the chance to present our customers with exclusive benefits".

Marek Lieberberg views the alliance with O₂ as a milestone: "this collaboration will provide the music industry and music fans with access to a fantastic platform for their interests and communication needs. We are expecting significant impulses and synergies."

On top of the exclusive purchase rights, O₂ is offering its customers even more highlights: the "Rock am Ring" and "Rock im Park" offers, for example, include optional exclusive extras, such as VIP upgrades, backstage passes, meet & greets, smartphone hotspots and mobile phone charging stations.

"Rock am Ring" and "Rock im Park" will take place from 3 to 5 June 2011. These festivals have been running for more than 25 years and are now two of the leading open-air events in Europe. More than 150,000 fans visited the festivals last year, and the following bands have already confirmed their participation for 2011: System of a Down, Coldplay, Kings of Leon, Beatsteaks, Hurts, In Flames, Mando Diao, Söhne

A Telefonica company

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Amtsgericht München HRB 109061 und Telefónica O₂ Germany Verwaltungs GmbH. Amtsgericht München HRB 121389, beide ebenda.
Geschäftsführer beider Gesellschafter: René Schuster, Vorsitzender, Andrea Folgueiras, Markus Haas.

André Krause, Joachim Kugoth, Jens Prautzsch, Johannes Pruchnow, Peter Rampling, Lutz Schüler, Robert Simmeth, Michiel van Eldik, Carsten Wreth.



Mannheims, The Gaslight Anthem, Volbeat and many more. More than 80 groups will perform on three stages during the three festival days.

For more information, go to <http://www.o2more.de>

Telefónica O₂ Germany GmbH & Co. OHG belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has more than 56 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany. According to a network test by "connect" magazine (edition 12/10), O₂ is top of the list when it comes to reliable file downloads and champion in the telephony category. In the overall result O₂ is on second position.

Further informationen:

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