MEDIA RELEASE
FOR IMMEDIATE USE

VIRGIN MOBILE BRINGS ‘BEST OF THE FEST’ TO MUSIC LOVING AUSSIES WITH EXCLUSIVE SPLENDOUR WEB STREAM

Virgin Mobile to stream headline acts from Splendour in the Grass 2013 including Mumford & Sons, Empire of the Sun, Birds of Tokyo, Boy & Bear, Haim, Something for Kate and more

Sydney, 5 July 2013: Virgin Mobile will once again bring music to the masses when it streams the ‘Best of the Fest’ from Splendour in the Grass 2013. Including performances from big-name acts such as Mumford & Sons and Empire of the Sun, the web stream will capture the must-see moments from the three-day festival and will air them via the Virgin Mobile YouTube channel from 2 pm AEST on Sunday, 28 July 2013 (www.youtube.com/VirginMobileAus).

Last year’s stream saw over half a million non-festival goers tune in, and became the third-highest viewed YouTube live stream in Australian history. This year, Virgin Mobile will once again bring the Splendour experience to music lovers nationwide, with ‘Best of the Fest’ providing Aussies with access to some of the sell-out festival’s most highly-anticipated performances. In addition to its YouTube channel, Virgin Mobile’s ‘Best of the Fest’ web stream will also broadcast from the official Splendour in the Grass mobile app, available for both iPhone and Android.

Thanks to the Splendour in the Grass app, in cahoots with Virgin Mobile, music enthusiasts on the move won't miss a beat this year. Offering planners, maps, on-the-ground updates and the ‘Best of the Fest’ stream, the app allows festival fans to enjoy the Splendour experience no matter where they are. Launching Wednesday 3 July, the app can be downloaded through the iTunes store and Google Play store.

Head of Virgin Mobile Australia, David Scribner, said: “Now in our fourth year as major sponsor of Splendour in the Grass, Virgin Mobile is proud to continue offering the iconic Splendour experience to music lovers across the country, in the comfort of their own homes or out and about on their mobiles.”
Dedicated to enhancing the overall experience for those at the festival, Virgin Mobile will offer a host of customer benefits to Virgin Mobile customers and their ‘plus one’ attending Splendour in the Grass 2013. Customers can register before the festival via an SMS to 226 Virgin Mobile festival benefits include:

- **The Posh Pit Lounge** – Sit back and relax, get your make up touched up and recharge your phone
- **The Posh Pits** – Lots of clean toilets
- **Fast Lane** – Express bar queues let customers spend more time watching bands, and less time queuing at the bar
- **Good Turn Wheel** – Try your luck with daily prizes and treats


~ ENDS ~

For further information or to arrange an interview with a Virgin Mobile spokesperson, please contact:

Melissa Gompes | Virgin Mobile | Phone: 02 8085 1970 | melissa.gompes@virginmobile.com.au
Katie Raleigh | One Green Bean | Phone: 02 8020 1827 | Katier@onegreenbean.com.au

**Notes to editors:**

**What is Virgin Mobile Australia all about?**

Here at Virgin Mobile, we’ve been putting our customers first for over 12 years. Ever since Richard Branson saw an opportunity to stir up the Aussie telco market in the early noughties, we’ve been making a splash with our innovative products, cheeky ad campaigns and world-class customer service.

We’ve certainly come a long way from the early days when each new connection meant a little bell rang in the call centre, to proudly having more than 1 million customers in Australia. And they’re happy customers too: we’ve frequently been rated the No 1 telco for Customer Satisfaction.

As a Virgin company, music is a part of our heritage and our brand DNA. Virgin Mobile Australia has always been a key player in the music scene undertaking initiatives to enrich the music experience for our customers. We’ve been a major sponsor of Splendour in the Grass festival since 2010, offering customers a host of benefits to enhance their festival experience. We also brought music to the masses as the first brand to live web-stream from an Australian music festival, broadcasting Temper Trap’s set from Splendour in the Grass 2010.

We think a telco relationship should be rewarding so our customers also receive a host of benefits including Virgin Family perks, exclusive discounts and VIP access to gigs and music festivals. And because we use the Optus network it means that up to 98% of the population in Oz can get a clear Virgin Mobile signal. So come and join us!

Get personal with us @ [www.facebook.com/VirginMobileAus](http://www.facebook.com/VirginMobileAus) or [www.twitter.com/virginmobileaus](http://www.twitter.com/virginmobileaus).

---

1 This SMS is free for Virgin Mobile customers.