



## Press Releases

### TDC opens music store on the mobile

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Today TDC opens the doors for Denmark's largest music store on the mobile phone. This new store allows customers to choose whether they want to transfer music to their mobile, computer or both.

"We are very happy to present what we think is the best and most advanced music solution on the mobile market. We know that especially young people use their mobile phone as a musical player to an increasing extent, and other age groups follow. We plan for this," says Senior Vice President in TDC Mobile Anders B. Christjansen.

The new music store is fully integrated with TDC's existing music store on the Internet. This means that customers who have bought and downloaded music to their mobile may also download it to their computer free of charge – or vice versa.

The price is the same in both stores: at present typically DKK 8 per hit. When downloading to the cell phone is added DKK 4 per track for the data traffic.

"This solution makes it so easy and quick that you can buy and download music to your mobile phone between two bus stops," says Anders B. Christjansen.

TDC Music has a declared goal to support Danish music. As the new mobile store is launched on the same day as DR's P3 (Radio Denmark's program 3) awards the Danish music artists, TDC Music celebrate this by making a hit with each of the five P3 Award nominees free for 24 hours. They are:

'Essentials' (The Broken Beats), 'Always Something Better' (Trentemøller), 'You Are A Knife' (VETO), 'Jeg Sidder Fast' (Mikael Simpson) and 'Kig forbi' (Johnson).

The five hits will be available for free at TDC Music on Fly from 12.00 noon today to 12.00 noon tomorrow. However, the DKK 4 for data traffic must still be paid.

#### For further information, please contact:

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#### Contact

During the week, TDC Press is open to the press from 8:00 a.m. to 4:30 p.m. However, any calls to our main number +45 70 20 35 10 will be answered 24 hours a day - all year round.

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