Press release

POP PRINCESS PIXIE LOTT JOINS O2 SMARTSOUNDS LINE-UP

Monday, 17th October 2011: The line-up for ***O2 Smartsounds*** – the Smartphone gig – just got even better with the announcement that pop sensation Pixie Lott will join Westlife and Royseven at The O2 on 24th November.

O2 SmartSounds is a live social media gig, specially created to coincide with the introduction of O2's new Smartphone offer. All customers who buy or upgrade to a Smartphone at O2 retail stores nationwide can get two free tickets to see Westlife, Pixie Lott and Royseven at this exclusive gig, while tickets last.

Pixie, who is releasing her brand new single **What Do You Take Me For featuring Pusha T** on November 4th, and her highly anticipated sophomore album **Young Foolish Happy** on the same date, said, "I absolutely love my Irish fans and am delighted to be returning to The O2 this November to play ***O2 SmartSounds."***

O2 SmartSounds is a very different type of gig with lots of interactive elements that music fans can get involved in. Fans can '**Pick the Playlist'**, sing their way to The O2 by entering the '**When You're Singing Like That**' airband competition and even become the gig's official photographer, gig reviewer or social media correspondent by entering the competitions on www.o2.ie/smartsounds.

Commenting on ***O2 SmartSounds***, Jonnie Cahill, Marketing Director, Telefonica Ireland, which operates the O2 brand in the Irish marketplace, said, "We are delighted to add Pixie Lott to the line-up for this special gig. Smartphones have really become a way of life. Everywhere you look there are people tweeting, checking in at locations and events, recording videos, taking photos and sharing content with their friends. O2 is helping customers to get the best out of their Smartphones and with ***O2 SmartSounds***, we are merging the two things that we know best – music and technology – to create a very special live social media concert."

Further details about O2 SmartSounds can be found at www.O2.ie/smartsounds.

Ends

Notes:

O2 Smartsounds. The price point of Smartphones included in this promotion is 'from free' on a 6 month contract or from 99 euros on prepay. The promotion commences on 25th August 2011. There are 9 Smartphones covered by this promotion on both pre and postpay:
HTC Cha-Cha, Samsung Galaxy Ace, HTC Desire S, Samsung Galaxy S, Sony Ericsson Arc, Blackberry 8520 Curve, Sony Ericsson X8, Samsung Galaxy Mini, Apple iPhone

Pixie released her debut album Turn It Up in September 2009 and it has been flying high since with now over a million copies sold. She received three Brit nominations in 2010, broke records, won an MTV Award, sold over 2million singles, two of which were #1s and three were #1 airplay hits.

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