

PRESS RELEASE

**MYSPACE LAUNCHES NEW SOCIAL MOBILE PAGE ACROSS
EUROPE**

MySpace and Vodafone UK collaboration proves hit with users

LONDON – September 1, 2008 - MySpace, the world's premier social network, today announced the launch of a new localised MySpace Mobile page across all EU countries, <http://m.myspace.com>. With this, MySpace is helping to drive social mobile and the wider Internet to become more personal, portable and collaborative, marking the next stage in redefining its mobile experience.

To trial the new mobile experience, MySpace has been working closely with Vodafone UK. A customized MySpace Mobile page was launched on the interactive Vodafone live! page in June 2008 and in this short space of time the MySpace Mobile page has received an overwhelmingly positive uplift in page views in the UK.

Mobile is a central element of MySpace's global business strategy, providing a new channel for users to connect with each other and for advertisers to target a highly engaged audience.

Bringing this strategy to life, the new MySpace Mobile page is a deeply optimized experience, designed for portable screens. The page has a brand new interface and brings innovative new features that give users the option to:

- Update and share their status with friends
- See friends' status and updates
- Add friends, check mail and post blogs

MySpace is responding to users demanding an on-the-go experience that matches their busy lifestyle and is deeply committed to providing its community with tools to discover, share, connect, and communicate in every way, and anywhere they choose.

The changes to the MySpace mobile home page are yet another step in the company's year long redesign initiative announced in June 2008, and follows the launch of a series profile user interface changes that include the site's home page, navigation, profile editing, search, and MySpaceTV player.

Bjorn Laurin, Director Mobile Business Development EU, comments, "The new page is highly intuitive and the feedback so far tells us that we're delivering an experience users want. We are confident that the rest of the European MySpace community will love the new page and are excited about even more changes coming to MySpace Mobile soon."

MySpace understands that the online and mobile population wants content, and to be able to share this and stay in touch with friends, wherever and whenever they want. The new MySpace Mobile page is specifically designed to optimize the user experience with functionality and delivery of content in mind. It is for this reason the new MySpace Mobile page will be available in all local languages across Europe.

"Since launching mobile internet in 2007 Vodafone has seen significant growth in customers' use of social networks, email and search," says Al Russell Head of Internet Services at Vodafone UK. "Working closely with Internet brands such as MySpace enables us to offer a PC like experience to ten million of our customers on mobiles and allows them to make the most of the Internet whenever and wherever they are."

MySpace and Vodafone have enjoyed a successful collaboration that began in 2007 with the launch of MySpace on Vodafone mobile Internet. In June this year, they teamed up to create the "Vodafone Music Reporter" interactive profile, hosted on MySpace. The profile provided an online global interactive platform allowing music fans in Germany, Italy, Spain and the UK to experience music in the social networking space.

MySpace Mobile is the leading mobile social networking site in Europe, occupying first or second position in four of the five key markets that are measured. Visiting social networks on mobile phones is experiencing tremendous growth in Europe. Out of the UK's 48 million mobile phone subscribers, 21 million belong to a social networking site. Of this, 21 million, around 25%, used their mobile phone to visit a social networking website each month in the first quarter of this year.¹

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About MySpace

MySpace, a unit of Fox Interactive Media Inc., is the premier lifestyle portal for connecting with friends, discovering popular culture, and making a positive impact on the world. MySpace has created a connected global community by integrating web profiles, blogs, instant messaging, e-mail, music streaming, music videos, photo galleries, classified listings, events, groups, college communities, and member forums. MySpace's international network includes more than 20 localized community sites in the United States, Brazil, Canada, Latin America, Mexico, Austria, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Australia, India, Japan, and New Zealand. Fox Interactive Media is a division of News Corp. (NYSE:NWS - News, NWS.A - News; ASX:NWS - News, NWSLV - News).

About Vodafone UK

Vodafone UK has 18.5 million customers and is part of the world's largest mobile community offering a wide range of voice and data communications. The company is committed to providing mobile solutions that allow both consumer and business customers to make the most of now. Vodafone customers can now use Internet on your Mobile to view and navigate web pages and their favourite sites such as YouTube, eBay and the BBC. In addition, Vodafone connects customers across the globe with roaming agreements worldwide. It provides 3G roaming in 29 countries and offers great roaming value with Vodafone Passport.

Vodafone UK is in the top 20 Best Big Companies to Work For in the Sunday Times Best Companies List, March 2008. For more information, please visit www.vodafone.co.uk.

For customer services please call 191 from your Vodafone handset or 08700 700 191

For non press or customer service enquiries, please call Vodafone UK Head Office on + 44 1635 33251

¹ Nielsen Mobile Advertising Report; 3/08