



FOR IMMEDIATE RELEASE

THOUSANDS PARTY IN WELLIES (THAT'S RUBBER BOOTS TO YOU) AT FIRST EVER VIRGIN FESTIVAL NOVA-SCOTIA

18,000 Haligonians rock in the mud, mud, glorious mud at free festival!

HALIFAX (NOVA SCOTIA) JULY 5, 2009 – Thanks Haligonians – come rain or shine you know how to party and have fun! Thousands of mud-sliding, rubber boot wearing festival-goers rocked to a host of stellar acts including **The Offspring, Metric** and **Dinosaur Jr.**, at the first ever Virgin Festival Nova Scotia on **Saturday, July 4th** in Halifax at **Citadel Hill**.

“We were blown away with Halifax’s support for their first ever Virgin Festival,” said Andrew Bridge, director of Virgin Festivals. “Thanks to a free jam packed day, thousands of screaming fans, awesome stellar acts and a party atmosphere, Virgin Festival Nova Scotia was hot, hot, hot!”

Festival highlights included: an early morning obligatory festival downpour to make things nice and muddy; Festival-goers having fun in the mud; Citadel Hill now renamed as Sit-a-del Hill; and more tweets than tweetie pie! Other performance highlights included: local faves Dog Day and In Flight Safety’s ripping sets; festival faves Metric sending festival-goers hyper; and alt-rockers The Offspring closing out the festival with a crowd-surfing set.

“Thank you Halifax! Thank you festival-goers! Thank you artists and thank you Mother Nature!” continued Bridge. “Our first ever Virgin Festival had everything you could ask for in a rock festival and stacks more.”

Check out all the festival fun pics in the coming days at www.virginfestival.ca

Some Numbers to Remember

We’ve crunched the numbers! Here are some key stats about how Virgin Festival Nova Scotia went down:

- 89** The number of songs pumped out by the stellar acts!
- 348** The number of fans sliding through the mud!
- 567** Pairs of wellies on site – some prettier than others!
- 29** Inflatable ‘Stolen from Virgin Festival’ ottomans that were stolen....you know who you are!
- 1,000** Shoes left stuck in the mud...for real!
- 24** The number of big-ass speakers that blew people away.
- 786** The number of autographs signed in the Virgin Mobile Autograph tent.
- 342** The number of pics sent to Virgin Mobile’s Pic to Screen that featured mud, mud... and more mud!
- 4** The number of dancing hedges on-site. Yes, hedges.



About Virgin Mobile

The Virgin Mobile group of companies has attracted more than 12 million customers worldwide. As the No.1 mobile youth network, Virgin Mobile Canada's mission is to be Canada's most loved mobile company. Its simpler, better deals offer customers control, flexibility and choice to design mobile packages that truly works for them. J.D. Power and Associates ranked Virgin Mobile highest in customer satisfaction with prepaid wireless service for four years in a row¹ and 91% of customers would recommend Virgin Mobile to a friend.

Virgin Mobile phones are available at more than 4,000 locations with top-up cards available at more than 10,000 locations nationally. Virgin Mobile products can also be purchased online at www.virginmobile.ca or by calling 1-888-999-2321.

About GEG

Gillett Entertainment Group (GEG) is one of the top entertainment promoters in the world. In 2008, GEG finished in 10th position amongst the top concert promoters around the world and Bell Centre was ranked third in America (according to Pollstar magazine), reaching out to 1.5 million fans thanks to over 638 shows that were presented across Quebec, the Maritimes and Vermont.

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¹ J.D. Power and Associates 2005-2008 Canadian Wireless Customer Satisfaction StudiesSM. Study based on 14,932 total responses from consumers with prepaid wireless service. Proprietary study results are based on experiences and perceptions of consumers surveyed in October 2008. www.jdpower.com