



For immediate release

PEARL JAM AND BILLY TALENT TO HEADLINE VIRGIN FESTIVAL ALBERTA!

Virgin Festival Alberta to rock Canada Olympic Park on August 8 & 9, 2009

CALGARY (ALBERTA) JUNE 30, 2009 – The wait is over! Today Canada's hottest summer music festival announced that legendary alt-rockers **PEARL JAM** and Juno Award-winning Canadian rockers **BILLY TALENT** will headline Virgin Festival Alberta this year! It will all go down at WinSport Canada's **CANADA OLYMPIC PARK** on **AUGUST 8 & 9, 2009** to an expected throng of 35,000 hard-core music fans!

Other exciting acts joining **PEARL JAM** on day one are Canadian hip hop artist **K-OS**, electronic music duo **THUNDERHEIST**, Hamilton rockers **ARKELLS**, indie rockers **MOTHER MOTHER** and Toronto trio **THE CLICKS**. Joining **BILLY TALENT** on day two are new wave indie rockers **METRIC**, Juno award nominees **TOKYO POLICE CLUB**, Brit rockers **WHITE LIES** and Edmonton natives **SHOUT OUT OUT OUT OUT**. More hot talent will be announced in the coming weeks.

"Calgary, we are back! I'm thrilled to announce that Pearl Jam and Billy Talent will headline the second Virgin Festival Alberta on August 8 & 9 at Canada Olympic Park," announced Richard Branson, chairman of the Virgin Group. "Last year, Virgin Festival Alberta was the buzz of the town, rocking 35,000 fans, and ever since Calgarians have been crying out for us to come back. I'm delighted that we're doing it all over again and promise that Virgin Festival will deliver another unforgettable weekend of music and experiences."

"We hope Alberta's ready for more, because Calgary's second Virgin Festival is set to be even bigger and better than last year's phenomenal success!" said Andrew Bridge, director of Virgin Festivals. "We've pulled out all the stops to bring together a stellar lineup that will rock our new festival site. With heavyweight acts like Pearl Jam and Billy Talent the second Virgin Festival Alberta is going to be huge!"

This year's Virgin Festival will be held at WinSport Canada's Canada Olympic Park - the premiere site of the 1988 Olympic Winter Games. Situated just 15 minutes from downtown Calgary, at the gateway to the magnificent Rocky Mountains, the Park is just off Highway 1. "Virgin Festival Alberta's new bigger home will give festival-goers yet another amazing festival experience. It's got great transport access and, in addition to fantastic views of the city, the ski hills deliver outstanding viewing points of the two Festival stages," added Bridge.

Keep an eye on www.virginfestival.ca for more line-up announcements. Fans can also keep up to date with Virgin Festival on Twitter at www.twitter.com/virginmobilecan and on the Virgin Festival Canada Facebook® fan page.

Ticket News

Here's the all important ticket news....

General ticket sales for two-day and VIP Weekend tickets begin Saturday, July 4th at 10 a.m. in person at all Ticketmaster outlets, select Future Shop locations, online at www.ticketmaster.ca, or www.futureshop.ca and by calling (403) 777-0000. Ticket information is also available at www.virginfestival.ca. Two-day tickets are \$132.00 plus \$4 facility fee and a \$2 donation to Virgin Unite (includes all sales taxes).

As always, when you're with Virgin Mobile you move to the front of the line. Virgin Mobile customers can get their hands on Early Bird tickets before anyone else.

Want to put some VIP into your Virgin Festival experience? Kick it up a notch and party like a rock star in the Louder Lounge. This exclusive VIP area is stuffed with comfy lounge chairs, cabanas, drinks and food

to keep you relaxed and fueled up. Plus, you never know who you might rub shoulders with. VIPs also get a front of the line entrance to the Festival, shorter washroom line ups and a Festival merchandise discount. Get all the details at virginfestival.ca. VIP Weekend tickets can be yours for \$300.00 plus \$4 facility fee and a \$2 donation to Virgin Unite (includes all sales taxes). Convenience fees apply. Single day ticket information will be announced soon.

Virgin Festival Facts

- **Five festivals in Five provinces!** This year Virgin Festival is going National with festivals in Alberta, British Columbia, Nova Scotia, Quebec and Ontario! Already Virgin Festival has rocked 24,000 fans in Montreal and next up is Virgin Festival Nova Scotia on July 4 in Halifax. Each Festival will deliver everything that Virgin Festival is known for: A-list superstar headliners, a genre-busting mix of musical styles, and hot up-and-coming local talent, all at ticket prices that won't break the bank. For news on all the Canadian Virgin Festivals head to www.virginfestival.ca.
- **Virgin Festival is way more than a concert!** While music takes centre stage at Virgin Festival, there's much more happening than just that. The Festival creates an on-site experience like no other – from interactive displays and contests, a vendor village, beer gardens, special perks for Virgin Mobile customers, and way more – there is always something to keep everyone going while they're waiting for their fave artist to take the stage.
- **Raising funds for Virgin Unite!** Virgin Festival also works to raise funds for Virgin Unite – the charitable arm of the Virgin Group that focuses on creating grass roots change and sustainable businesses to make a real difference for people around the world who need it most.
- **Keeping the festival green!** Another crucial focus for the festival is taking care of the environment. On the path to becoming as carbon-neutral as possible, Virgin Festival will provide recycling on-site, use biodegradable food and drink containers and leverage green energy sources, where possible, to power the music festival.

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.

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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