

## Luda You and the All Star Game

Written by Robert ID700

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### Luda

Virgin Digital, the digital entertainment platform of the Virgin Group Ltd., and Foot Locker, Inc., the New York-based athletic specialty retailer, today announced a special promotion and sweepstakes to offer exclusive content from Island Def Jam rap and hip hop artists LL Cool J, Ludacris and Ja Rule, Virgin Digital 30-day free trials to Foot Locker customers, and a chance for one lucky customer and guest to win the Flyaway Sweepstakes and attend the All-Star Game in Denver with Ludacris. The promotion runs from December 30 through January 31.

Exclusive downloads through Virgin Digital include Ja Rule's "Better Days," Luda's "Get Back -- Rock Mix" and LL Cool J's "Paradise" featuring Terri Walker. Foot Locker customers who visit a store during the length of the promotion and try-on or purchase product will receive a download voucher to receive access to the exclusive tracks and 30-day trial of Virgin Digital. Those who fill out a sweepstakes entry form and mail it in will be entered in the flyaway sweepstakes to attend the All-Star Game with rap artist Luda in Denver from February 18 through February 21, 2005.

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Marketing initiatives around the promotion include Virgin Digital providing a Foot Locker-branded micro site linked from [www.virgindigital.com](http://www.virgindigital.com) with access to the free player and Foot Locker Radio, a digital radio station available through the award-winning Radio Free Virgin, promoting Foot Locker throughout the program. Foot Locker will deliver high-profile placement of Virgin Digital branding at all retail locations, as well as support the program at [footlocker.com](http://footlocker.com). Additionally, Foot Locker will highlight artist and album art on POPs, and play artist videos on all in-store Foot Locker video reels during the length of the promotion. Additionally, Virgin Megastores will include bag inserts offering Foot Locker discounts of \$10 off a purchase of \$50 or more, good during the duration of the promotion.

"Virgin Digital is committed to providing the best consumer experience and offering digital music consumers the most unique, value-added incentives," said Zack Zalon, President of Virgin Digital. "This promotion with Foot Locker is exciting because we are able to deliver exclusive music to Foot Locker's customers from three of the nation's hottest artists, plus the chance to win a trip to attend the All-Star game with Luda. Foot Locker and Virgin are a perfect match for this promotion as both are affinity brands with loyal customer bases."

"Foot Locker is always looking for new and innovative ways to reach our customers with meaningful offerings that respond to their current interests and lifestyle trends," said Stacy Cunningham, senior vice president of Marketing, Foot Locker, Inc. "This promotion allows us to build upon that ever-important relationship by combining digital technology with two critical elements that relate to our core consumer -- music and sports."

With over 1,000,000 tracks, Virgin Digital is the first comprehensive retail-driven digital music experience featuring a store, digital music club subscription, premium radio, media management tools and community options that is simple to use and operates seamlessly with over 50 portable devices. Through the Digital Megastore, users are able to buy tracks for \$0.99 per song and from \$9.99 per album. The Virgin Digital Music Club is priced at \$7.99 per month

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enabling members to listen to anything from the entire store on their PC.