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MUSICAL DELIGHTS FOR VIRGIN MEDIA UNION

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PETER DOHERTY ? BRITISH SEA POWER ? PHOENIX ? THE TWANG ? THE SUNSHINE UNDERGROUND ? MYSTERY JETS ? HOWLING BELLS ? JENNY LEWIS ? GARY GO ? PETE MURRAY ? SETH LAKEMAN ? GOLDIE LOOKIN? CHAIN ? JOE LEAN & THE JING JANG JONG ? VV BROWN ? VAGABOND ? ONE ESKIMO ? KID BRITISH ? RAY GUN ? IAIN ARCHER ? WALLIS BIRD ? THE GAY BLADES ? LIGHTS ? EXIT CALM

* PLUS?STRONGBOW BOWTIME BAR & BACARDI B-LIVE LINE-UPS REVEALED *

So far this year the V Festival, sponsored by Virgin Media, have unveiled a stellar line-up and are now announcing a whole host of further acts to appear on the Virgin Media Union stage. Showcasing some of the hottest up and coming artists alongside several established acts, this years line up promises to get new music fans? pulses racing!

Taking place over the weekend of 22nd-23rd August at Hylands Park, Chelmsford and Weston Park, Staffordshire this year?s V Festival will be seeing previous V stars including Goldie Lookin? Chain and Seth Lakeman as well as newcomers Gary Go and Vagabond grace the stages at both sites.

V Festival Director, Bob Angus comments:

"This year?s Virgin Media Union stage offers a diverse array of acts, genuinely delivering something for everyone. With both old and new faces making appearances the calibre of this years line up is as good as always and reflects the Festival?s commitment to offering new talent a stage to perform to a music loving audience."

Paul Shulver, music sponsorship manager, Virgin Media comments:

"With an array of new talent bursting onto the music scene and some old favourites put into the mix, Virgin Media is excited to bring festival goers the chance to catch their favourite bands on the Virgin Media Union stage at this year?s V festival. For the first time ever, Virgin Media is giving people on any mobile network access to Virgin Media on Your Mobile, where they will be able to read-up all the latest news updates, video downloads and interviews. Virgin Media are also providing mobile phone recharge points so that all festival revellers can keep their phones charged which will help eliminate the stress of not being connected to your mates when meeting up to see your favourite acts."

- ENDS -

For more information on please contact the V Festival press office on:

Tel: 020 7307 3108 or Email: vfestival@cakegroup.com

Notes to Editors

Stay in the know:

Follow V Festival on Twitter at www.twitter.com/vfestival09 and tweet your V news and views. Plus check out our Facebook page and upload your snaps at www.facebook.com/vfestival. Once the fun?s over, visit www.virginmedia.com/vfestival and check out the photos, video clips and more great highlights from the weekend.



Artist information:

Pete Doherty

Think you know Pete Doherty? Think again. With the release of his 3rd album, Doherty has given us a brave exploration of a man's soul and an excavation of a heart left desolate. V Festival crowds can expect to see this new Pete Doherty as he takes to the stage testing the limits of his creativity.

British Sea Power

Do You Like Rock Music? is the third album from British Sea Power. It was recorded by a band unafraid to embrace the far poles in arts and entertainment. BSP have toured with and been commended by David Bowie, The Flaming Lips, Lou Reed, Radiohead and Jarvis Cocker.

Phoenix

Having grown up in Versailles, France, Phoenix will be bringing some jaw dropping tunes from across the Channel to V Festival this summer. Having completed their fourth and finest album this spring it is safe to say that the V crowds can expect great things from this quartet.

The Twang

Following a debut album that charted at number three, The Twang has returned a more relaxed and experienced group with the release of their second album 'Jewellery Quarter'. For the band it is all about just them, the tunes and the fans making this underdog's performance at this year's V not to be missed.

Sunshine Underground

Leeds based 4-piece, The Sunshine Underground who released their debut album Raise The Alarm in late 2006 have been in the studio with producer Barny for the past few months recording their second album. Get ready to be delighted as the band grace the stage with their presence at this summer's V Festival.

Mystery Jets

One of the less orthodox bands spawned by the post-Libertines London music scene, the Mystery Jets started at the end of the last century when Blaine Harrison and his dad, Henry, formed a band together. Soon joined by Blaine's school friends Kai and Will, the band recruited drummer Kapil and started staging gigs in a crumbling hotel ballroom on Eel Pie Island.

Howling Bells

<http://www.myspace.com/howlingbells>

Jenny Lewis

With Rilo Kiley, her rock band of the past 10 years, she transformed before our eyes from a shy indie-rocker singing barely above a whisper to the authoritative, take-no-prisoners singer/songwriter/frontwoman we know today. Tack sharp and unafraid of subject matter of any height or weight, channeling songs through either Rilo Kiley or her solo work, her staggering range as a writer has brought her critical acclaim around the globe.

Gary Go

Teaming a striking voice with a sharp sense of storytelling, Gary Go's guitar and piano-led, hook-driven sounds balance a unique edginess with universal appeal. As the creator of spectacular, stadium-ready pop/rock, this self-taught multi-talented musical auteur has produced an epic and impressive self-titled debut album which is about to be unleashed to the world at V Festival this summer.



Pete Murray

Pete Murray's story is an unlikely one - a rising Aussie Rugby star who gets so badly injured that he has to leave his sport behind. He picks up a guitar and teaches himself how to play. Pete's music snowballs through old-fashioned word of mouth and sell out shows and within a year Pete becomes Australia's most popular singer/songwriter. Now he brings his acoustic infused music to this summer's V Festival.

Seth Lakeman

Armed with raging fiddle, rampant imagination and energetic voice, Seth has given fiery new life and contemporary relevance to the rich heritage of legends that lurk in the shadows of the English west country. Born and bred in the desolate beauty of Dartmoor, Lakeman was raised on such ghostly tales and, in a sensational rise since his shock Mercury Music Award nomination in 2005, has created a unique, highly original niche both as a dramatic storyteller and a thrilling live performer.

Goldie Lookin Chain

After major label bigwigs decided to drop Goldie Lookin' Chain in 2006, the band found themselves in a self imposed exile. Going back to the drawing board and creating a new catalogue of musical delights, Goldie Lookin' Chain are back after two years of solitary confinement and ready to unleash their brand new album ASBO4LIFE.

Joe Lean and The Jing Jang Jong

A British indie all-male band based in London will be joining the V line up this summer. Joe Lean also acts under the name Joe Van Moyland and was drummer with The Pipettes until June 2007, while guitarist Tommy D is brother of the same band's Rose Pipette.

VV Brown

For this fast rising star, love sounds like the perfect melody. In her eagerly awaited debut album 'Travelling Like the Light' both pour out of her honest songs. Tipped for big things in 2009, VV is one to watch out for at this year's V.

Vagabond

With soul as the thread that runs through everything they do, it is easy to see how Vagabond are generating the kind of buzz that is sure to accompany the band at this year's V festival. Their new single 'Don't Wanna Run No More' sets the scene and is the perfect introduction to their unique sound.

One Eskimo

www.myspace.com/oneeskimo
www.Oneeskimo.co.uk

Kid British

iamkidbritish.com

Ray Gun

www.myspace.com/raygunofficial

Iain Archer

Iain Archer is a songwriter of the forever-enigmatic mould. Unencumbered by musical trends and time constraints, he waits for the songs to find him.

Wallis Bird



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The 26-year-old singer and songwriter from Ireland will be entertaining crowds from the new album 'New Boots?'. The songs emerged partly from the most euphoric moments of her life ? epiphanies and personal triumphs - and partly from the shadow of splits ? with her label, with her partner - experiences that, she says, nearly broke her in half.

The Gay Blades

Hot outta New Jersey, THE GAY BLADES have played 200 shows in the last year, criss-crossing America. They are a thrilling live band and damn fine entertainers. Larger than life, a massive sounding two-piece, Clark Westfield (vox/gtr) and Puppy Mills (drums) own the stage with no frills and no pedals.

Lights

Just a small girl from Toronto she makes music with a computer in her room. Music has been her drug for her whole life. On first glance there is a nice composition, but upon closer inspection there is a deeper story. Joined on stage by musicians Maurie and Adam, Lights will bring some bright colours to this year?s V festival.

Exit Calm

<http://www.exitcalm.net/>

It?s the best ever Bowtime Bar.

The ultimate reward for hard graft is unwinding in the Bowtime Bar at the V Festival. Come and reward yourselves with a well earned perfectly chilled pint of Strongbow from the friendly fast serve Bowtime Bar. With stacks of well deserved seating for off-duty hard working grafters, simply pitch up and kick back on the raised deck or on the music terrace whilst soaking up some exciting acts from the live stage.

And for those of you who are extreme grafters, we?ve laid on some hidden luxuries...the VIP Lounge and the Secret Garden. Continuing in typical Strongbow tradition, 2009 hosts another classic mix of established heroes and fresh new live acts. Bands such as cocknbulldid, Plugs & We Have Band, line up alongside the ultimate dance floor rockers Kissy Sell Out, Jon Carter, High Contrast, Sinden & Tayo to name a few.

Welcome to Bowtime.

Hard Earned.

WESTON PARK

FRIDAY 21st AUGUST SATURDAY 22nd AUGUST SUNDAY 23rd AUGUST

Itchy Soul crew Mr Paul Russell Reid (Lake of Stars)

Mean Poppa Lean - live Two Door Cinema Club - live Magic Arm ? live

Itchy Soul crew Mr Paul Russell Reid (Lake of Stars)

Cicada -live Substatic - live Slow Club ? live

Barry Ashworth & MC Sirreal (Dub Pistols) DJ Set Disco&Mercy Mr Paul

We Have Band - live Screaming Lights - Live Goldheart Heart Assembly ? live

Jon Carter Soul of Man vs Finger Lickin' Disco Disco&Mercy

Rogues - live Soft Toy Emergency - live

Tayo The Whip DJ set

High Contrast Plugs - live

Dekker & Johan

Kissy Sell Out (BBC Radio 1)



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HYLANDS PARK

FRIDAY 21st AUGUST SATURDAY 22nd AUGUST SUNDAY 23rd AUGUST

Paddy Freeform (Universal Vibes) Loz (Chibuku)

Magic Arm - live Two Door Cinema Club - live

Paddy Freeform (Universal Vibes) Loz (Chibuku)

Ex-Lovers - live Rogues ? live

Loz (Chibuku) Dang! DJ's

The Real Dolls - live Screaming Lights - Live

Benji Boko Soul of Man vs Finger Lickin' Disco

Plugs ? live Burn the Negative - live

Eddy Temple Morris (XFM) Jon Carter

We Have Band - live cocknbullkid ?Live

Sinden High Contrast

Kissy Sell Out (BBC Radio 1)

For more information about the Strongbow Bowtime Bar please contact:

Di Fazioli or Liz Cooper at RPM 020 8735 5100

BACARDI invites mojito lovers to mix it up with the best music and most refreshing drinks when Bacardi B-Live returns to V Festival for its 12th year this summer.

BACARDI has been hosting legendary parties since the brand's creation in 1862 in Cuba, which is why the brand is at the heart of UK's best festivals.

This year's BACARDI B-Live artist line up is better than ever and the BACARDI Mojito is the drink to dance with.

WESTON PARK

SATURDAY 22nd AUGUST SUNDAY 23rd AUGUST

WHP Krysko and Greg Lord Wax on presents the Sonic Emporium and People Get Real

Disco Bloodbath Horse Meat Disco

A Skillz Goldierocks

Toddla T feat. Serocee Beardman

Jaguar Skills Kraffy Kuts

WHP Krysko and Greg Lord Streetlife DJ's

Basil on percussion Basil on percussion

V FESTIVAL, HYLANDS PARK

SATURDAY 16TH SUNDAY 17TH

Sophie Lloyd Danny Clark

Horse Meat Disco Disco Bloodbath

Special Guest Appearance Special Guest Appearance

Horse Meat Disco Disco Bloodbath

Goldierocks Filthy Dukes

Beardyman live Jaguar Skills

Trevor Jackson Toddla T feat Serocee

Kraffy Kuts Shovell on percussion

Shovell on percussion Shovell on percussion



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Visit www.bacardi.com for more information about BACARDI and its summer events.

Bacardi and the Bat device are registered trademarks and B-Live and the B-Live logo are trademarks of Bacardi & Company Limited

A brief history of V?

V Festival is now in its 14th year and was the first UK festival to operate over two days and swap line-ups overnight. Since 96, some of the world's greatest performers have graced the stages including Radiohead, Morrissey, The Strokes, Coldplay, Red Hot Chili Peppers, Blur, The Killers, Foo Fighters, Faithless and Kylie?

Virgin Media:

With almost 10 million customers, Virgin Media is the UK's first quad-play provider of TV, broadband, phone and mobile.

Virgin Media is the largest residential broadband provider in the country, delivering next-generation internet access with ultrafast speeds of up to 50Mb using its unique fibre-optic cable network.

Virgin Media has the UK's most advanced TV on demand service and is the only TV platform to carry BBC iPlayer. Virgin Media was the first to launch a high definition TV service and offers a high-specification, HD-ready V+ personal video recorder.

Virgin Media is the second-largest provider of pay TV and home phone in the UK and the largest virtual mobile network operator.

Virgin Media also owns two content businesses ? Virgin Media Television (VMTV) and sit-up. VMTV owns eight entertainment channels, including Virgin1, Living, Bravo, Challenge and Trouble ? and is a 50 per cent joint partner with the BBC in UKTV which consists of ten channels including Dave, G.O.L.D., Watch and Alibi. sit-up runs retail TV channels bid tv, price-drop tv and speed auction tv.

Virgin Media's Road to V is now on TV on Friday's on Virgin1, see which unsigned talent will get the chance to open this year's V Festival and visit www.roadtov.com to see all the bands that have entered the competition.

For more information, go to www.virginmedia.com.

Absolute Radio:

National radio station, Absolute Radio will be broadcasting highlights from the Virgin Media V Festival on-air, online and on DAB.



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Absolute Radio was unleashed on the airwaves on Monday 29th September 2008 with a mission to help listeners around the UK to discover real music. Formerly known as Virgin Radio, the station stays true to its rock roots ? and its original frequency ? by playing the very best music from the last 40 years which means we don?t do manufactured pop or R&B. Absolute Radio is about U2, The Beatles and The Rolling Stones, The Police and Joy Division, Oasis and Blur as well as the latest releases from the likes of Kaiser Chiefs, The Killers and Amy Winehouse.

For more information log on to www.absoluteradio.co.uk or tune in on 105.8FM in London and the South-East, nationally on DAB or 1215AM as well as on Sky, Freeview and Freesat.

BACARDI rum:

Bacardi invites mojito lovers to mix it up with the best music and most refreshing drinks when the brand returns to V Festival for its 12th year this summer. Bacardi rum has been hosting parties ever since its creation in 1862, Cuba, which is why the brand's place at the heart of summer festivals is so legendary. This year's DJ line up will be bigger than ever and the mojito is the drink to dance with, visit www.bacardi.com for more information on Bacardi and its summer events.

Strongbow:

2009 sees Strongbow back at The V Festival, offering the ultimate drinking experience and rewarding festival goers for their hard graft endured throughout the year. Visitors can expect the same warm welcome, fast and perfectly poured refreshing pints, comfortable seating, games and exciting giveaways. For those that have really earned it, Strongbow have hidden extra rewards, can you discover them?

In typical tradition, Strongbow offers a diverse music line-up, hosting the most cutting edge live acts and new talent during the day, and when the sun goes down the DJs step up, raising the tempo in an intimate setting that continues to host the best festival party.

Join the 'Bowtime?' group on Facebook for line-up news and check out www.bowtime.com for information and offers. For more information please contact Liz Cooper at RPM LTD - (0)208 735 5124.