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## Sony Ericsson handsets to come with Madonna album

Warner Music agreement sees "Hard Candy" handset bundles

by Amy-Mae Elliott published on 5 June 2008

Sony Ericsson and Warner Music International have announced an agreement that will see music and mobile content from Madonna's new album "Hard Candy" sold with certain Sony Ericsson handsets across 27 countries.

From this month, a range of Sony Ericsson phones pre-loaded with either five tracks, or the full-fat album, and both with extra content such as wallpapers and ringtones will go on sale for Madge fans.

These special music mobile bundles will be sold in Argentina, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Jamaica, Mexico, Nicaragua, Paraguay, Peru, Puerto Rico, Uruguay and Venezuela.

The Sony Ericsson W890 Walkman phone is already being sold with a Hard Candy download voucher and a remix of hit track "4 Minutes" in Denmark, Estonia, Finland, Latvia, Lithuania, Norway and Sweden.

Warner Music already partners with Sony Ericsson for the phone co's PlayNow platform. John Reid, president of Warner Music Europe, said: "The evolution of mobile handsets along with technological convergence continues to open up new ways for us to distribute and market our artists' music".

