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o G-Unit's Lloyd Banks, Young Buck Team Up For

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ABOUT THE SHOW

Nelson Mandela joined forces with a roster of superstar musicians for 46664 - The Concert In Association With MTV's Staying Alive. The goal of this event is to bring awareness and support to the fight against AIDS. The 3-hour concert will be broadcast live from Greenpoint Stadium in Cape Town on November 29, 2003, to hundreds of millions of people around the world via TV, webcast and radio. VH1 is airing highlights from the event on World AIDS Day, December 1, 2003. Performers include Anastacia, Baaba Maal, Beyonce, Bono, Johnny Clegg, The Corrs, Eurythmics, Moloko, Paul Oakenfold featuring Shifty Shell Shock and TC, Ladysmith Black Mombaza, Queen, and Zucchero.

"A tragedy of unprecedented proportions is unfolding in Africa. AIDS today in Africa is claiming more lives than the sum total of all wars, famines and floods and the ravages of such deadly diseases as Malaria."

"We must act now for the sake of the world."

"AIDS is no longer a disease it is a human rights issue."

- Nelson Mandela - International AIDS Conference - Paris 2003

On October 21, 2003, Mandela launched a worldwide music-led campaign to raise awareness of the devastating impact of AIDS in Africa, and call on citizens around the world to take action by pressuring their governments to respond to AIDS as an international emergency.

The 46664 campaign is calling for:

- People to join a global petition via local call-in numbers on which they can hear songs written by contributing artists, contribute directly to the fight against AIDS in Africa, and be directed to the 46664 website to hear more music; purchase exclusive 46664 tracks; download ring tones; make donations and leave their email addresses.
- All governments to declare a global AIDS emergency. This means developed country governments must give much more money to the Global Fund to fight AIDS, and the global community should strive to get 3 million people living with AIDS on lifesaving anti-retrovirals by 2005.

46664 was Mandela's prison number on Robben Island, Cape Town where he was held in captivity for 18 years. The issue in South Africa then was Apartheid. The issue today across the continent is AIDS. Thirty million people in Africa are currently imprisoned by the HIV virus, a death sentence among the poor due to lack of affordable medicines - since the

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start of the pandemic 2 decades ago, 17 million Africans have died.

The 46664 - 'Give 1 minute of your life to Stop AIDS' campaign combines a ground-breaking music launch on the web and phone networks around the world, an all star concert in South Africa, followed by a CD and DVD.

The first track "46664 (Long Walk to Freedom)" written by Bono, Dave Stewart and the late Joe Strummer and ed by Bono, Youssou N'Dour, Abdel and Dave Stewart will only be available throughout the world via telephone lines, then subsequently on the web at www.46664.com powered by Tiscali. Audiences can listen by dialing different numbers throughout the world, which will in most countries incorporate the five digits 46664.

Telephone networks around the globe are also joining in the campaign, with AT&T providing the service in the USA. In addition to the music, callers will hear messages from celebrities such as Beyonce, Robert De Niro, Britney Spears, Pink and David Bowie. Simply by phoning the appropriate number callers will join a global petition. They will further be invited to visit the campaign website where they will be able to register and give their email address adding their support to the call urging governments to fully fund AIDS.

In the UK all telephone users can call a premium line using the number 09060 1 46664. The fund raising element will vary from country to country, with the Nelson Mandela Foundation being the ultimate beneficiary. The Foundation will apply funds raised in its work to key AIDS services in South Africa, where 25 per cent of the population has HIV.

As well as stars from the world of music, 46664 is supported by such international figures as Bill Clinton and Oprah Winfrey.

To date those who have committed to joining leading African artists include Anastacia, Baaba Maal, Beyonce, Bono, Johnny Clegg, The Corrs, Eurythmics, Moloko, Paul Oakenfold featuring Shifty Shell Shock and TC, Ladysmith Black Mombaza, Queen, and Zucchero.

The 46664 CD, and DVD are set for release in early 2004. Proceeds will benefit the global fight against AIDS, and will encourage customers to join the global petition.

The 46664 campaign was conceived by Dave Stewart and put into place in partnership with the Mandela Foundation and Brian May and Roger Taylor of Queen.

Global media partners include Tiscali and MTV Staying Alive, industry partners include Coca-Cola, BBC World Service, Virgin Atlantic, SABC, Fedex and The Fleming Media Group.

Dave Stewart says, "We have a wonderful opportunity to raise money and awareness through global telephone networks and the internet. It is so simple."

Brian May says, "We are aiming to lay the foundation for a campaign that will achieve a massive kick in awareness. It's early days - nothing of this is guaranteed to be within our power to achieve. But we are all excited and hopeful."

Roger Taylor says, "46664 is a very exciting and rather noble project. AIDS is the most important issue facing Africa today and through awareness we can do something about it. Give one minute of your life to stop AIDS and add to the snowball of awareness."

Give 1 minute of your life to Stop AIDS. Dial 09060 1 46664 NOW and join the Global Petition and go online to make a donation at www.46664.com.

Notes on HIV/AIDS in Africa:

- There are currently 11 million AIDS orphans in Africa - unless we take urgent action now, there will be at least 25 million by the end of the decade.
- Of the 30 million Africans affected, 4.1 million are going to die in the near-term unless they get access to affordable treatment. Only 50,000 Africans are currently on Anti-Retroviral drugs (ARVs).
- Kofi Annan, Secretary General of the United Nations, has called for at least \$10 billion a year to fight Global AIDS - last year, the international community spent under half of this. By 2005, at least \$15 billion will be needed.
- The World Health Organization has called for 3 million people in the poorest countries to be put on life-saving anti-retrovirals by 2005. This will be impossible unless much more money, and much cheaper medicines are both made available on an emergency basis.
- The Global Fund to Fight AIDS, TB and Malaria needs \$3 Billion for next year to fund life-saving programs in Africa and other poor regions. Currently, there is less than \$900 million in pledges from donor countries.
- Last year, Europe and America spent in the region of \$3.6 billion on global AIDS. Europe spent \$11 billion on ice cream. America spent \$8 billion on cosmetics.

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