



**ALICIA KEYS, AMADOU & MARIAM, ANGELIQUE KIDJO,
BLACK EYED PEAS, BLK JKS, JOHN LEGEND, JUANES, SHAKIRA,
THE PARLOTONES, TINARIWEN, VIEUX FARKA TOURE, AND
VUSI MAHLASELA TO PERFORM AT FIRST-EVER
FIFA WORLD CUP™ KICK-OFF CELEBRATION CONCERT**

Tickets on Sale Now Online and via Telephone at Computicket

Johannesburg, South Africa (March 17, 2010) – Today, Control Room, the world’s leading producer of global music events, and FIFA (Fédération Internationale de Football Association), the international governing body of football, announced the first group of legendary musicians confirmed to perform at the FIFA WORLD CUP KICK-OFF CELEBRATION CONCERT. Alicia Keys, Amadou & Mariam, Angelique Kidjo, Black Eyed Peas, BLK JKS, John Legend, Juanes, Shakira, The Parlotones, Tinariwen, Vieux Farka Touré, and Vusi Mahlasela will perform at the historic event taking place the night before the first match at 8:00 p.m. local time (GMT+2) on June 10, 2010, at the newly-renovated Orlando Stadium in Soweto/Johannesburg.

“We in South Africa are blessed to be hosting two first-time events – the first FIFA World Cup held on the African continent and the first FIFA World Cup Kick-off Celebration concert – and I believe these historic events will go a long way towards uniting the people of our rainbow nation in South Africa as well as further strengthening our relationships with our brothers and sisters on the African continent,” said Lucas Radebe, former South African football international and participant in the Kick-off Concert. “After All, this is an African World Cup being staged in South Africa. Music and Sports are the lifeblood of African culture, so to combine those in this historic event will be a true celebration of African Culture.”

FIFA World Cup football tournament is the world’s most watched sporting event, and is staged every four years. This is the first time the FIFA World Cup is being held on the African continent, with 32 national teams from all over the world playing matches in ten South African stadiums in the hope of being crowned World Champions. The last FIFA World Cup in Germany attracted a global cumulative television audience of 26.29 billion (24.2 billion in-home and 2.1 billion out-of-home viewers).

“We are thrilled to have a concert of such magnitude and performing talent raise the curtain on the first FIFA World Cup in Africa. It is testament to the universal and unifying power of football and music, and will start the competition off on the right note – of celebration,” said FIFA Secretary General Jérôme Valcke.

Executive-produced by Emmy Award-winning producer Kevin Wall and his company Control Room, in partnership with local promoter, Showtime Entertainment, the event will feature musical performances by major international superstars and popular African artists collaborating together, along with special appearances by past and present football legends with all proceeds to benefit “20 Centres for 2010”, the

Official Campaign of the 2010 FIFA World Cup South Africa™. Expected to be the greatest entertainment event to date on the African continent, the event will be televised to millions worldwide.

“2010 will mark the first time the FIFA World Cup will be played in Africa, so it seemed fitting to celebrate this momentous occasion with a festival of live music from Africa and beyond,” said Kevin Wall, founder of Control Room. “We believe sports and music transcend cultural, language and geographic barriers, and through the official FIFA WORLD CUP KICK-OFF CELEBRATION CONCERT, Control Room will present the sights and sounds of unity and celebration for an unforgettable, must-see experience.”

Public Tickets

Music fans around the world can purchase tickets for this once-in-a-lifetime concert today online at www.computicket.com or via phone on (27) 083 915 8000. Concert tickets are priced at R450 (Outer Circle standing), R650 (Inner Circle standing), R850 & R950 (Upper Level seated), R1150 & R1400 (Lower Level seated). Ticket prices include VAT, Computicket Charges and Park and Ride for all ticket holders.

Parking and Security

A comprehensive parking and security system has been put into place for the 2010 FIFA Kickoff Celebration concert.

All those attending will be able to make use of the comprehensive park & ride facilities at nearby Nasrec. Concertgoers will then use the free bus shuttle service to and from Orlando Stadium as no parking will be permitted on or nearby the stadium itself. A comprehensive safety and security plan will be implemented for both Orlando Stadium and the Nasrec park & ride hub.

South African Broadcast Partners

Local South African broadcast partners Kaya-FM, Talk Radio 702 and 94.7 Highveld Stereo are proud to be part of this first ever FIFA WORLD CUP KICK –OFF CELEBRATION CONCERT.

For more information about the official FIFA WORLD CUP KICK-OFF CELEBRATION CONCERT, please visit www.fifa.com/concert.

About Control Room

Founded by Emmy-award winning producer Kevin Wall and headed by company president and co-executive producer Aaron Grosky, Control Room is the world’s leading producer of massive global events leveraging unparalleled expertise to deliver once-in-a-life time entertainment experiences to audiences around the world. Through a combination of expertise – event production, television production, media architecture design, artist and celebrity relationships, sponsorship development, and creative vision – Control Room evolves events into cultural phenomena.

Control Room is an end-to-end solution for brands, artists, broadcasters and sponsors committed to connecting global audiences with compelling entertainment. The company has built long-standing business relationships and successfully navigated the complexities of culture, government, and production in countries in every region of the world. Since 2005, Control Room has illustrated a history of measurable results through a comprehensive body of work including more than 100 live events ranging from single-artist concerts to worldwide movements.

About 94.7 HIGHVELD STEREO Joburg’s No. 1 Hit Music Station.

94.7 broadcasts on 94.7 FM in the greater Gauteng metropolitan areas to almost 1.4 million listeners who love life and love to laugh. 94.7 targets an affluent audience, LSM 7 to 10 and age 25 - 49. The Station plays the best hot adult contemporary music with a blend of classic hits from the 80’s to the present. The

main focus is more music and less talk, with the inclusion of the latest breaking news and sporting stories. We simply play more of the hits that our listeners want.

Regular competitions and promotions provide entertaining, engaging radio and there is a strong emphasis on charity and giving back. Numerous events, such as the Joburg Day music festival, which attracts 15,000 fans, and the Momentum 94.7 Cycle Challenge which is the second biggest cycling event in the Southern Hemisphere, provide opportunities for interaction with listeners.

About Talk Radio 702

Your No.1 News and Talk Station.

702 is an independent adult talk radio station broadcasting throughout Gauteng and surrounding areas. It attracts an influential audience including many of the country's business, political and community leaders. Listeners tune in for credible news and current affairs analysis as well as the latest business, traffic and sport stories of the day.

Experienced presenters, Eyewitness News reporters and respected correspondents keep listeners updated on all the important stories - locally, nationally and internationally.

Although it is a commercial station, 702 is rooted in the community, and considers itself solution-driven radio, advocating on behalf of listeners.

About KAYA FM

KAYA FM 95.9 reflects the lives of the upscale 25+ listener, living in South Africa's most progressive and exciting region. The station broadcasts both music and talk, and this makes it unique from other ICASA approved licenses. KAYA FM 95.9 launched in August 1997, and was one of the first new frequencies to be approved for private commercial radio.

KAYA FM 95.9 broadcasts on the FM frequency signal 95. (Dot) 9, 24 hours a day, seven days a week. The current Listenership stands at 614 000 per average day and 1, 409 000 for the past seven days. The music format offers a diverse mix from Adult Contemporary Music to smoother sounds like R&B, Soul and Jazz. It also includes African Heritage Music. The music draws on the tradition of Africa, wherever this music has had its influence; from Africa to the Caribbean and into the heart of America.

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