



**RENOWNED SOUTH AFRICAN ARTISTS
GOLDFISH, LIRA, LOYISO BALA, KWANI EXPERIENCE,
STEADYROCK!, TUMI MOLEKANE, AND 340ML JOIN
FIFA WORLD CUP™ KICK-OFF CELEBRATION CONCERT LINE-UP**

Tickets on Sale Now Online and via Telephone at Computicket

SABC1 Will Broadcast the Concert Live in South Africa

Johannesburg, South Africa (May 24, 2010) – Today, Control Room, the world’s leading producer of global music events, announced nine-time SAMA winner and Afro-Soul sensation, Lira will join previously announced African and International artists – Alicia Keys, Amadou & Mariam, Angélique Kidjo, BLK JKS, Hugh Masekela, John Legend, Juanes, K’Naan, Mzansi Youth Choir, Shakira, Soweto Gospel Choir, The Black Eyed Peas, The Parlotones, Tinariwen, Vieux Farka Touré and Vusi Mahlasela – as part of the globally televised portion (8:00 – 11:00 p.m. local time) of the FIFA WORLD CUP™ KICK-OFF CELEBRATION CONCERT on June 10, 2010.

Performing live before the 30,000 concert attendees inside the newly-renovated Orlando Stadium from 4:00 – 8:00 p.m. local time are three-time SAMA winner Loyiso Bala, three-time SAMA nominee Tumi Molekane, six-time SAMA nominees 340ml, well-known up-and-coming artists Kwani Experience, and Steadyrock!, as well as radio personalities Pabi Moloji from 94.7 and Bob Mabena from KAYA FM. The popular South African electronica duo, Goldfish, will wrap up the evening beginning their set at 11:00 p.m.

“I’m honored to be part of this historic moment in South Africa’s history to serve as hosts for the first FIFA World Cup on the African continent and the first concert associated with the tournament,” said Lira. “I’m thrilled to be performing on-stage with this amazing group of African, South African and international artists – it’s sure to be one of the best music events ever in Africa.”

From its conception, event organizers envisioned the inaugural concert showcasing the rich cultural diversity and musical heritage of South Africa. Artists selected represent current popularity and reflect the variety of musical generations, genres, and geographies of South Africa and the African region.

“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 http://www.computicket.com/web/event/fifa_kick_off_celebration_concert/102900625 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. Doors open at 3:00 p.m. with live performances beginning at 4:00 p.m.

Parking and Security

A comprehensive parking and security system has been put into place for the 2010 FIFA World Cup Kick-Off 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 at 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 Media Partners

The concert will be broadcast live on SABC 1 on Thursday 10 June from 20:00 – 23:00.

Local South African media 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.

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™, and providing a communications platform for 1Goal, an organization that aims to mobilize public support to hold governments to their promises and enable every child to get into a classroom and receive an education by 2015. Expected to be the greatest entertainment event to date on the African continent, the event will be televised to millions worldwide.

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.

About SABC

SABC is the Official Broadcaster of the 2010 FIFA World Cup, boasts 18 Radio stations and 3 television channels. The public service broadcaster is proud to bring the 64 World Cup games live through simulcast of Radio and Television using 11 official languages. Feel it, it is here.

The SABC reaches out to over 24 million listeners and viewers a day making it the biggest media house in South Africa.

Furthermore the SABC as the official broadcaster of the 2010 FIFA World Cup™, produced the preliminary draw, the 2009 FIFA Confederations Cup draw and the 2009 FIFA Confederations Cup

tournament. On 4th December 2009 the SABC broadcasted one of the key milestones in the FIFA calendar before the kick off of the World Cup spectacle; the FIFA Final Draw which was exclusively produced and broadcasted by the public broadcaster.

The national broadcaster has lived up to its promise of delivering a world class broadcast, which is entertaining and informative whilst championing the African agenda. The SABC produced a great Television and radio production for the Final FIFA draw which was beamed to no fewer than 200 countries around the world; this marked another unprecedented milestone in the FIFA World Cup history.

In addition to that the SABC also produced the first FIFA Fan Park on Long Street. The SABC is also the official broadcaster of the ten Fan Parks for the 2010 FIFA World Cup™. The national broadcaster will also provide World cup access through the 46 Public Viewing Areas with an emphasis on rural areas.

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.

About FIFA Kick-Off Celebration Concert Charity

The official FIFA World Cup™ Kick-off Celebration Concert will provide a global communications platform for two campaigns -- '20 Centres for 2010' and '1GOAL' -- to showcase their efforts in fostering positive social change in Africa and around the world. '20 Centres for 2010,' the Official Campaign of the 2010 FIFA World Cup South Africa™ and beneficiary of proceeds from the concert on June 10, will create 20 Football for Hope Centres for education, public health and football in disadvantaged African communities as a legacy of the 2010 FIFA World Cup on the African continent. 1GOAL is a campaign to mobilize public support to hold governments to their promises and enable every child to get into a classroom and receive an education by 2015. FIFA has joined the Class of 2015 and supports the 1GOAL campaign with a pledge from FIFA President Joseph S. Blatter to leave a lasting legacy of education in Africa and the rest of the world.

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