

**NELSON MANDELA & MUSICIANS JOIN FORCES
IN FIGHT AGAINST HIV/AIDS IN SOUTH AFRICA**

46664

Give 1 Minute of Your Life to Stop AIDS

Artists participating include 50 Cent, Anastasia, Beyoncé, Bono, David Bowie, Ms Dynamite, Eurythmics, Paul McCartney, Pink, Queen, Shakira, Britney Spears, Sting & more

**Concert special to air on MTV globally on World AIDS Day
& offered rights free at no cost to all TV & radio broadcasters**

London UK, 21st October 2003 – Nelson Mandela today launched a worldwide music-led campaign, 46664, in London to raise awareness of HIV/AIDS in Africa, and to call on citizens around the world to pressure their governments to respond to AIDS as an international emergency.

The multi-faceted campaign combines a music launch on the Web and telephones, along with a concert, CD and DVD releases featuring artists such as 50 Cent, Anastasia, Beyoncé, Bono, David Bowie, Ms Dynamite, Eurythmics, Paul McCartney, Pink, Queen, Shakira, Britney Spears, Sting and many others. Proceeds will go to the Nelson Mandela Foundation.

The 90-minute concert special, *46664 – The Concert in Association with MTV's Staying Alive*, will air on MTV globally on World AIDS Day, 1st December, and is being made available rights free, at no cost to all TV and radio broadcasters to a potential audience of more than two billion people.

"A tragedy of unprecedented proportions is unfolding in Africa," said Mr Mandela. "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."

"The 46664 campaign is a groundbreaking initiative that brings together artists, media and businesses to raise awareness of HIV/AIDS and funding for the Nelson Mandela Foundation," commented Bill Roedy, President, MTV Networks International and Ambassador, UNAIDS. "We will join in this partnership, under MTV's Staying Alive campaign, with all of our resources. We challenge all TV and radio broadcasters to join us in this historic event by airing the 46664 concert rights free and helping to spread the message as widely and loudly as possible."

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 Web site – www.46664.com - to hear more music 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 the prison number of Nelson Mandela on Robben Island, Cape Town where he was held in captivity for 18 years. The issue in South Africa then was apartheid, while the issue today across the continent is HIV/AIDS, where nearly 30 million people are living with the disease. Since the start of the pandemic two decades ago, 17 million Africans have died.

The first music track *46664 (Long Walk to Freedom)* written by Bono, Dave Stewart and the late Joe Strummer and performed by Bono, Youssou N'Dour, Abdel and Dave Stewart is released today – and in a music industry first, will only be available throughout the world via telephone lines, then subsequently on the Web at www.46664.com. Audiences can listen by dialling 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 Beyoncé, 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 Web site 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, which provides key services on AIDS in South Africa where 25% of the population has HIV. A complete list of phone numbers can be found by visiting www.46664.com.

46664 – The Concert in Association with MTV's Staying Alive will take place at Greenpoint Stadium in Cape Town on 29th November, the weekend before World AIDS Day. 40,000 people will attend the 3-hour show, which will be broadcast free to hundreds of millions around the world via TV, Webcast and radio. In South Africa, SABC will broadcast the entire show live. Highlights will premiere on MTV channels globally on World AIDS Day and will be made available rights free at no cost to all TV and radio broadcasters worldwide to a potential audience of more than two billion people. The European Broadcasting Union and the Asian Broadcasting Union will distribute the programme to its member broadcasters. Tiscali, working with other leading online partners, will provide a free live global Web cast.

To date those who have committed to joining leading South African artists on-stage in Cape Town include 50 Cent, Anastacia, Baaba Maal, Beyoncé, Bono, Johnny Clegg, The Corrs, Eurythmics, Moloko, Ms. Dynamite, Paul Oakenfold featuring Shifty Shell Shock and TC, Ladysmith Black Mombaza, Queen, and Zucchero. Additional announcements about artists involved in the show will be made soon.

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

46664 The CD and 46664 The DVD are planned for release 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 MTV's Staying Alive and Tiscali. Industry partners include Coca-Cola, BBC World Service, Virgin Atlantic, SABC and The Fleming Media Group.

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

Brian May of Queen said, "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 of Queen said, "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."

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 Organisation 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 \$3bn for next year to fund life-saving programmes 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.

To broadcast 46664 - *The Concert in Association with MTV's Staying Alive* rights free at no cost, e-mail stayingalive@mtvne.com or call +44 (0) 20 7478 6314. For more information about MTV's Staying Alive campaign, visit www.staying-alive.org.

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