

Russell Simmons, T.I., LL Cool J, And Young Jeezy Co-Host Hip-Hop Inaugural Ball Sponsored By Heineken And Myspace Music Hip-Hop On 1/19/08

New York, NY, January 5, 2009: Russell Simmons, Valeisha Butterfield, Dr. Benjamin Chavis and the Hip-Hop Summit Action Network (HSAN), the world's largest coalition of hip-hop artists and entertainment industry executives, announced today that Heineken is the Presenting Sponsor and MySpace Music Hip-Hop (www.myspace.com/hiphop) is the Platinum Online Sponsor of the upcoming Hip-Hop Inaugural Ball, a black tie charity gala, on January 19, 2009 at 8:00pm, at The Harman Center for the Arts, 610 F Street, N.W., Washington, DC.

Russell Simmons, HSAN Chairman and Co-founder, emphasized, "The Hip-Hop Inaugural Ball will be a fantastic gala and upscale party in celebration of Barack Obama being inaugurated President of the United States. We are also recognizing the outstanding contributions of T.I., LL Cool J and Young Jeezy in helping to turn out the largest young adult vote in American history."

"Heineken is proud to be part of the Hip-Hop Inaugural Ball, celebrating the drive and passion of artists who were instrumental in mobilizing voter turnout in this year's election," said Filip Wouters, Vice President of Marketing for the Heineken Brand Equity. "While all of these artists have achieved tremendous success through their music, Heineken

further applauds their efforts to empower and encourage voters to take an active role in their futures by casting their votes in this historic election.”

MySpace Political Director, Lee Brenner stated, “It’s a great honor to be part of this momentous occasion and to be partnering with the Hip-Hop Summit Action Network for this celebration of positive change. As the biggest online community for Hip-Hop music, we feel that it is a privilege to help spread the word about the Hip-Hop Inaugural Ball and all that it stands for.”

The Hip-Hop Inaugural Ball is a fundraiser with all ticket proceeds going to the Hip-Hop Summit Action Network to continue its non-profit work in helping to serve as a catalyst for education advocacy and other empowerment programs for young adults throughout the United States.

Tickets can be purchased on a first come, first served basis by going to

www.Hiphopinaugural.org or www.HSAN.org.

The Hip-Hop Inaugural Ball will kick off with a star-studded red carpet and celebrity sponsorship reception at 8pm at the Harman Center, followed by an awards presentation and a VIP black tie gala and party on all four levels of the venue. DJ D-Nice will serve as the Hip-Hop Inaugural Ball Celebrity DJ throughout the whole night.

The exclusive radio partner for the Hip-Hop Inaugural Ball is CBS Radio WPGC 95.5 FM. The magazine partner is Vibe Magazine. The premiere online media partners are the online news and information epicenter for the Hip-Hop community, Global Grind, www.globalgrind.com, and the celebrity, gossip and entertainment news site Young, Black & Fabulous, www.TheYBF.com.

The Hip-Hop Inaugural Ball Host Committee is a select group of hip-hop leaders and artists who have expressed their

endorsement and support including T-Pain, Akon, Bryan-Michael Cox, Big Jon Platt, Fat Joe, MC Lyte, Terrence J, Devyne Stephens, Mario, Ginuwine, DJ Don Cannon, Winky Wright, NFL players Baltimore Ravens' Terrell Suggs, San Francisco 49ers' Vernon Davis and Free Agent All Pro Defensive End, Simeon Rice.

About Hip-Hop Summit Action Network:

The Hip-Hop Summit Action Network (HSAN) is the largest, worldwide non-profit 501 c. 4, non-partisan coalition of hip-hop artists and entertainment industry executives united in the belief that hip-hop is an instrumental agent for positive social change. HSAN is a social change, program driven non-profit organization that creates strong, effective relationships and brand loyalty between companies, organizations and their consumers. We are a full-service, multi-national organization dedicated to creating, planning and executing cause marketing campaigns for our partners. HSAN also has a sister organization entitled the Hip-Hop Research and Education Fund 501 c.3.