

Online Ticket To Hip-Hop Inaugural Ball Surge: Russell Simmons, LL Cool J, T.I., Young Jeezy, Bow Wow And MC Lyte Co-Host Black Tie Charity Gala On 1/19 In DC

New York, NY, January 14, 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 Bow Wow and MC Lyte have agreed to join the list of celebrity Co-Hosts for the upcoming Hip-Hop Inaugural Ball, along with Russell Simmons, T.I., LL Cool J and Young Jeezy. The black tie charity gala will be held on January 19, 2009 at 8:00 pm, at the prestigious Harman Center for the Arts, 610 F Street, N.W., Washington, DC. Heineken is the Presenting Sponsor and MySpace Music Hip-Hop (www.myspace.com/hiphop) is the Platinum Online Sponsor of the Hip-Hop Inaugural Ball.

"This is the hottest Inaugural Ball ticket in Washington, DC and we are near capacity," stated Dr. Benjamin Chavis, HSAN's President. A limited number of tickets can still be purchased on a first come, first served basis by going immediately to www.Hiphopinaugural.org, www.HSAN.org or to www.Globalgrind.com

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 for education advocacy and other empowerment programs for young adults throughout the United

States.

The Hip-Hop Inaugural Ball will kick off with a star-studded red carpet at 8 pm followed by award presentations of the National GOTV Awards, recognizing artists who have made outstanding contributions to the largest young adult voter turnout in American history. A VIP black tie gala and party will follow on all four levels of the venue, with each level having its own color decor and gala theme. The legendary 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 Global Grind, www.globalgrind.com, and the celebrity, gossip and entertainment news site Young, Black & Fabulous, www.TheYBF.com.

About Heineken USA

Heineken USA Inc, the nation's premier beer importer, is a subsidiary of Heineken International BV, which is the world's most international brewer. Brands imported into the U.S. include: Heineken Lager, the world's most international beer brand; Heineken Premium Light; Amstel Light, a leading imported light beer brand; Newcastle Brown Ale, the leading imported ale in the United States; and Buckler non-alcoholic brew. Heineken USA is also the exclusive USA importer for the Tecate, Tecate Light, Dos Equis, Sol, Carta Blanca and Bohemia brands from FEMSA Cerveza of Mexico. Please visit EnjoyHeinekenResponsibly.com.

About MySpace Music:

MySpace Music is a landmark joint venture among MySpace, The EMI Group, SONY BMG MUSIC ENTERTAINMENT, Universal Music Group, Warner Music Group, and Sony ATV, and whose independent music distribution partners include The Orchard, IODA, Alternative Distribution Alliance, RED, Fontana, and Caroline.

MySpace Music offers an ever-growing catalog of freely streamable audio and video content, user-friendly e-commerce solutions, personal music players, and user and artist playlisting. MySpace Music aims to empower major, independent, and unsigned artists to monetize their content through multiple revenue streams by allowing the MySpace community to freely stream premium

content in an ad-supported environment, purchase MP3s and ringtones, create and share playlists, and ultimately buy merchandise, concert tickets, and other digital and physical goods. MySpace Music also connects artists and fans in the offline arena through various concert series and live events including Secret Shows, MySpaceLIVE!, Transmissions, The Release, Front to Back and The List.

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.