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For Immediate Release

“HEART OF AFRICA”

TRIBUTE TO ALL AFRICANS

IN RECOGNITION OF THE CONTINENT’S FIRST
WORLD CUP FOOTBALL CHAMPIONSHIP

**American Country Music Star Big Kenny
to debut “Heart of Africa” at benefit concert
on behalf of the United Nations World Food Programme**

Nairobi, Kenya, July 9, 2010 –

“Heart of Africa,” a dynamic new anthem celebrating the continent’s first ever World Cup, will have its debut at a special benefit concert in Nairobi which will benefit the UN World Food Programme.

“Big Kenny was an excellent choice to write this song and perform as he is regarded as a true humanitarian, as his previous work in the Sudan and Uganda bear testament. His songs are uplifting, which is certainly what we needed for the occasion of Africa staging the first World Cup.” Said Dr. Bonnie Dunbar, owner of the Karen Blixen Coffee Garden of “Out of Africa” fame. “Big Kenny underscores the diverse nature of everyone who finds a home in the heart of Africa.”

Because of his ongoing commitment to children in need (particularly in Africa), Big Kenny wanted to see the UN World Food Program in action. To fully understand the importance of the WFP school meals program, Big Kenny rolled up his sleeves and helped feed children at the Mathare Community Outreach School. “We’re gratified that Big Kenny took the time to come to Nairobi to support our work.” said Rose Ogola, WFP Public Information Officer in Kenya. “Hungry children cannot learn effectively. By providing them with nutritious food, they learn better and have a fighting chance to break the circle of poverty. We’re grateful that Big Kenny helped raise awareness for our school meals programs which assist the most vulnerable among us: our children.”

Big Kenny will debut "Heart of Africa," a song he co-wrote with Damien Horne on July 11th – right before the World Cup Final, at a benefit concert for the United Nations World Food Programme staged at the world-famous Karen Blixen Coffee Garden in Kenya. The "Heart of Africa" will be available for sale on www.bigkenny.tv/africa.

"Big Kenny was an inspired choice to write "Heart of Africa," said Heart of Africa Executive Producer David Clark, CEO of David Clark Cause, and creator of President Mandela's "46664" initiative. " He is probably the only American Country Music Star who actively promotes causes in Africa; his recent work in Sudan to help build the Kunyuk Girls School and support for the Children's choir from Uganda are proof enough. This song Big Kenny has created is a true anthem that all Africans can be proud of."

The spectacular World Cup Celebration will take place on July 11, and will set the stage for a future star-studded "Heart of Africa" benefit concert hosted by Big Kenny featuring world-renowned performers.

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ABOUT

Big Kenny

Kenneth Alphin (aka Big Kenny) is an American Country music singer, known professionally as Big Kenny. He and John Rich comprise the duo Big & Rich, which have charted a remarkable 10 singles on the Billboard Hot Country Songs charts. As a solo artist, Kenny has written top 10 hits for himself, as well as Tim McGraw ("Last Dollar"), Gretchen Wilson ("Here For The Party"), Jason Aldean ("Hicktown," "Amarillo Sky") and been named BMI's Songwriter of the Year. As half of the Grammy-nominated Big & Rich, Kenny has sold in excess of five million albums. Kenny has shared the stage and collaborated on projects with artists as diverse as U2, Green Day, Aerosmith, Black Eyed Peas, Sheryl Crow, Dave Matthews, Faith Hill, Wyclef Jean, N' Dour, Willie Nelson, and Keith Urban. Throughout his life, Kenny has promoted human rights and been a strong advocate for causes that affect children. Moreover, he raises awareness and funds for both domestic and international causes, a unique stance among Country music performers. For more information visit www.bigkenny.tv

UN World Food Programme

The World Food Programme (WFP) is the food assistance arm of the United Nations and the world's largest humanitarian organization. WFP feeds about 90 million people per year, 58 million of whom are children. WFP is also the UN logistics lifeline, saving lives through fast, efficient and effective emergency response. At any given time, WFP has 40 ships on the high seas, over 5,000 trucks on the roads, and over 70 aircraft in the sky, moving food and other assistance to where it is needed most - 365 days a year. WFP's global school meals program helps ensure that undernourished children are educated, and that no child goes to school hungry. Statistics show that when meals are provided at school, enrollment increases dramatically and performance improves. In 2009 the WFP fed more than 23 million children in school meals programs in approximately 70 countries. For more information visit www.wfp.org

HEART OF AFRICA PARTNERS:

Karen Blixen Coffee Garden & Cottages

Dr. Bonnie Dunbar is the owner/proprietor of the Karen Blixen Coffee Garden in Karen, Kenya. It is the site of the original farmhouse of the property near the Karen Blixen Museum (of "Out of Africa" fame). The Historic Swedo House at the Karen Blixen Coffee Garden and Cottages, was

the original hunting lodge/farm house built around 1906. It is located approximately 15 minutes from downtown Nairobi. For more information visit www.karenblixencoffeeandgarden.com

The Serena Group

The Serena selection of luxury resorts, safari lodges and hotels spans some of the most evocative, exotic and enchanting destinations in the world. The Serena Group comprises a collection of 32 luxury resorts, safari lodges and hotels, which are located in East Africa (Kenya, Tanzania, Rwanda, Uganda and Mozambique) and Southern Asia (Pakistan, Afghanistan and Tajikistan). The Serena service profile guarantees unprecedented luxury, extensive amenities and unrivalled warmth of personal attention. For more information visit www.serenahotels.com

Express Travel Group

Express Travel has been operating in East Africa since 1955. As one of the first travel companies in Kenya their history is unique. Since their inception they have offered diverse travel services to blue chip companies and individuals who seek personalized services, which are also cost effective. Formerly part of the publicly quoted company Express Kenya Ltd, Express Travel has been a private company since 2004. For more information visit <http://www.expresstravel.co.ke/>

The Tamarind Group

Founded in Mombassa in 1972, The Tamarind Group owns and operates some of the most successful restaurants and leisure operations in Africa, and is considered one of the most respectable hospitality organizations in the world. The group employs more than 900 staff members and is often referred to as the benchmark and training ground in Kenya's hospitality industry as it relates to service and quality. For more information visit www.tamarind.co.ke

David Clark Cause

Led by CEO David Clark, DCC is a world-renowned company specializing in creating cause initiatives. For more than 15 years, Clark has been creating projects that leverage the iconic stature and cultural currency of world-renowned organizations, dignitaries and celebrities. In 2002 Clark initiated the "46664" brand and concert series for President Nelson Mandela. In 2005 he created the "Anne Frank 75th Birthday Tribute" with Anne's family, and most recently the "Above & Beyond" public service initiative for the Congressional Medal of Honor Society. For more information visit www.davidclarkcause.com

