



Pepsi Teams Up with Akon to Sing for the Children of Africa



GRAMMY® nominees work with Pepsi in a campaign to benefit underprivileged African youth

Pepsi-Cola International has teamed up with GRAMMY® nominees **Keri Hilson** and **Akon** and the two-time GRAMMY Award-winning **Soweto Gospel Choir** to create an African inspired track, **'Oh Africa'** to benefit underprivileged African youth. The track and accompanying video was released on Music's Biggest Night® Sunday, January 31st and premiered during the **GRAMMY Awards** Pre-Telecast stream on "GRAMMY Live".

'Oh Africa', written by hip hop duo and writers to the stars, **Rock City**, and produced by **Prettiboifresh**, sees 16 aspiring young music artists from around the world join forces with international superstar Akon and singing sensation Keri Hilson. A portion of the proceeds from the energetic new track, which will also be the soundtrack for the **Pepsi's 2010 football campaign**, will go towards supporting disadvantaged African youth. **Akon's Konfidence Foundation** and other great charities designated by Keri Hilson and Pepsi will partner in the distribution of funds.

The Konfidence Foundation was founded by Akon in 2006 and is headed up by his mother, Ms. Kine Gueye Thiam, President of the charity. It is a 501c3 charity dedicated to increasing public awareness of the conditions in Africa and providing African youth with access to learning and recreational environments equipped with modern technology, educational materials, recreational resources and health and wellness services.

Akon commented: "At present hospitals in Africa can literally make you sicker. There's a lack of equipment and medical care. At the Konfidence Foundation we want to be able to provide access to new equipment, evolve education and improve facilities so kids can be comfortable when learning. The Foundation really focuses on children, because the only thing that can change Africa -- both its way of thinking and promise for development -- is the children".

To date the Foundation has worked on remodeling schools in Senegal and providing text books to help improve education for school children; in 2010 the not-for-profit organization will work on creating sterile mobile health clinics that will visit the more remote villages in Africa. The clinics, which are expected to provide access to quality healthcare within individual communities on a continuing basis, will conduct regular health screenings and provide education focused on disease prevention.

Ms. Kine Gueye Thiam explains: "Sometimes when you're sick you live in a village where there are no doctors or clinics, so the mobile clinic will be able to travel to those areas and provide a health checkup and basic [medical] needs for those people."

Keri Hilson commented on the fact the track is giving back to charity: "I'm very glad that I could take part in doing something positive for people who I've never met and that's always a great feeling."

The track will be used across Pepsi's football 2010 advertising campaign and form the centerpiece of the brand's new 'Refresh Your World' campaign which is based on enabling youth to make a positive change in the world in which they live.

PepsiCo International's, Chief Marketing Officer, Simon

Lowden continued: "2010 is an extraordinary year for football as the eyes of the world focus on Africa. To mark this occasion we set out to create a song to support our 2010 football campaign that not only captures the passion of Africa but at the same time gives something back to this remarkable continent. With this in mind, it made sense for us to join forces with multi-platinum selling Artist Akon and Grammy-nominee Keri Hilson to help turn our vision in to a reality. We're really excited about the single and hope it raises an enormous amount of money for less fortunate children in Africa who really need our help."

For more information on the recording of "Oh Africa", as well as "making of" and behind the scenes footage, visit: <http://www.youtube.com/user/PepsiFootball>

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