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January 13th, 2009

**GROUNDBREAKING PEACE AND ENVIRONMENTAL
BENEFIT CONCERT ANNOUNCED AT PRESS CONFERENCE
IN BEIJING; 'SHOW OF PEACE' CONCERT TO TAKE PLACE
ON APRIL 17TH IN CHINA**

*Rock 'n' Roll Hall of Famer Jimmy Page Receives United Nations
Peace Award as Part of 'Show of Peace' Concert Kickoff*

Legendary Led Zeppelin guitarist and Rock 'n' Roll Hall of Famer Jimmy Page, Michael Jackson's guitarist Orianthi and Chinese superstars Xiao ke and Ai Jing were on hand to announce the world's biggest live music event, the free 'Show of Peace' Concert scheduled for April 17, 2010. Aerosmith co-founder, co-writer, co-producer and lead guitarist Joe Perry took part in the event via a taped message. The concert, to take place on a special stage to be erected outside of Beijing's Bird's Nest is expected to be heard via television, radio and Internet broadcasts by more than two billion people around the world. It's expected to be part of a year-long campaign to address the twin issues of world peace and environmental care. Artist confirmations for the show will be announced in the coming weeks.

Page confirmed his commitment to the 'Show of Peace' campaign at a press conference in Beijing today, where he was honored with the Global Peace Award from the United Nations' Pathways to Peace organization, presented by UN Pathways to Peace representative Michael Johnson. Page, who is returning to Beijing after his appearance during the closing ceremonies of the 2008 Beijing Olympic Games, said: "Music has been the most powerful language to reach the hearts of people around the world."

The concert will take place in front of Beijing's Bird's Nest, the iconic stadium that became the global image of the 2008 Olympics in China. The concert will be directed by the award-winning director Hamish Hamilton, whose credits include specials with the Rolling Stones, Justin Timberlake, Madonna, as well as the Academy Awards, Super Bowl and the MTV Music Awards.

Video messages of peace and commitment from worldwide celebrities and leaders including UN Secretary General Ban Ki Moo will be shown during the concert, and viewers will also contribute their messages through social networks. The Show of Peace's creator, US TV and music producer Rick Garson,

said that the concert, the latest in his series of Global Harmony music and TV events, will be “the first truly global musical event of the Internet age, integrating the leading social networks and media from around the world to harness their powerful connectivity and community-activation potential.

A Show of Peace Foundation will be established to administer the campaign’s social goals and manage the equitable distribution of funds raised by the campaign to support appropriate charities and initiatives. Key members of the Foundation’s board include Laura Turner Seydel, CNN founder Ted Turner’s daughter and chairperson of the Captain Planet Foundation, and *Chicken Soup for the Soul* co-author Mark Hansen.

“The issues of peace and the environment are totally connected, and one cannot happen without the other,” added Garson. “Every piece of research shows that people around the world want their leaders to behave more actively and responsibly and the goal of the Show of Peace campaign is to encourage and empower socially responsible leaders. In particular, we want to showcase the young generation’s hunger for change.”

ZZYX Entertainment and Garson, who are producing the “Show of Peace Concert”, also produced the 2008 series of Global Harmony Divas In Beijing opera shows, which were regarded as the premier cultural events of the Beijing Olympics, added: “The passion and attitude of the Chinese people and the dynamic potential of this country made me realize that this was the right place to stage an event that will influence a truly global audience.”

The Show of Peace Concert is being hosted in Beijing by the Chinese People’s Association for Friendship with Foreign Countries, whose founder Li Xiaolin joined Garson at the press conference with his co-executive producers Trudy Green, manager of Aerosmith and former manager of Michael Jackson, Janet Jackson and Mick Jagger, and Ian Stewart, production partner of director Hamilton.

Further concert details and information about ticket availability will be available shortly on www.showofpeace.com.