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ALICIA KEYS, DJ CASSIDY AND EMILY KING SET TO PERFORM AT HEINEKEN RED STAR SOUL FINALE IN NEW YORK

Heineken to Honor Video Music Box Founder Ralph McDaniels with Heineken Independent Achiever Award to Recognize his Contributions to the New York Music Scene

White Plains, N.Y. (October 23, 2007) –Heineken Red Star Soul takes the stage on Broadway with a special invitation-only concert in New York headlined by GRAMMY® Award winner Alicia Keys and featuring performances by DJ Cassidy and Emily King. The evening will also feature a special presentation of the Heineken Independent Achiever Award to legendary founder of Video Music Box, Ralph McDaniels. The award, established in 2006, honors individuals who demonstrate the hustle, integrity and drive to succeed while inspiring others along the way. Ralph McDaniels epitomizes these qualities in his life and throughout his esteemed career.

“The Heineken Independent Achiever Award celebrates the talents of gifted established and rising stars who have shown dedication, desire and hustle in achieving their success,” said Andy Glaser, Heineken Brand Director. “Ralph McDaniels is an inspiration to all who saw hip-hop and soul music videos for the first time on Video Music Box; there are many artists who earned their first big break because Ralph gave them a platform to speak. His influence is unquestionable and we are honored to celebrate and recognize the immense contributions he has made both in New York and around the world.”

Heineken Red Star Soul is a series of live musical concerts and events created by Heineken to celebrate and recognize emerging and established artists and individuals who have blazed independent paths to success in soul and R&B music inspiring others along the way. In addition to Keys, DJ Cassidy and King the 2007 Heineken Red Star Soul experience has featured performances by highly-regarded artists **Erykah Badu, Common** and **Raphael Saadiq** in markets across the country.

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Ralph McDaniels is one of eight individuals selected to receive the Heineken Independent Achiever Award, each of which will be presented in a Heineken Red Star Soul concert event city. The award recipients were selected by an distinguished committee featuring three-time Grammy Award winning producer and songwriter, Bryan Michael Cox; Vice President of Writer Publisher Relations at BMI, Catherine Brewton; “industry insider” Kenny Burns; and recipients of the 2006 Heineken Independent Achiever Awards – current musical sensation, Raheem DeVaughn; and founder of Atlanta’s FunkJazzKafe, Jason Orr.

“When we met to discuss the nominees for the Heineken Independent Achiever Award, we searched for individuals who have made a significant contribution to music and Ralph McDaniels epitomizes all this award is designed to celebrate: integrity, dedication and drive,” said Cox. “I’m proud to be associated with the recognition of a music industry fixture as deserving as Ralph, who has inspired many with his work.”

Ralph McDaniels gave a voice to hip-hop and soul musicians by featuring music videos for general consumption on public television in New York in the 1980s. Known to the music industry as the original tastemaker to the streets, he created the first music video show catering exclusively to an urban market. Celebrating nearly 25 years of broadcasting, the show continues to be a primary outlet for artists, DJ’s and event planners to showcase all facets of the hip-hop and soul music. Video Music Box currently airs on NYC TV broadcast channel 25 in New York City. Ralph also hosts The Bridge, NYC TV’s old school hip-hop show featuring classic music videos. Arick Wierson, NYC TV General Manager and Co-Creator of The Bridge, will be on hand to present the award to Ralph.

About Heineken’s Support of Music

Heineken Red Star Soul is a proprietary event demonstrating Heineken’s continued commitment to bring consumers innovative and electrifying musical experiences. Heineken is deeply committed to bringing its consumers innovative music experiences. In addition to Heineken Red Star Soul, Heineken partnered with NARAS to roll out the “Green Carpet” at the GRAMMY® Awards. For years, Heineken has also been involved with Premiere Latin music events, artists and causes including the Billboard Latin Music Conference and Awards (7 years), the Latin Grammy Awards (7 years), Coachella and Street Scene.

For more information about Heineken Red Star Soul concert dates, locations and performance lineups, as well as information about the Heineken Independent Achiever Award, selection committee members and each recipient, log on to www.heinekenredstarsoul.com.

About Heineken USA

Heineken USA Inc., the nation's premiere 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; and Buckler non-alcoholic brew. Heineken USA is also the exclusive USA importer for the Tecate, Dos Equis, Sol, Carta Blanca and Bohemia brands from FEMSA Cerveza of Mexico. Please visit EnjoyHeinekenResponsibly.com.

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