



The Global Fund & VH1

Stopping AIDS Before it Stops The World. VH1.COM/AIDS

PRESS RELEASE

INDIA.ARIE AND ASHLEY JUDD EXPLORE THE WORLDWIDE STRUGGLE AGAINST HIV/AIDS IN

"VH1 NEWS PRESENTS: TRACKING THE MONSTER: ASHLEY JUDD AND INDIA.ARIE CONFRONT AIDS IN AFRICA"

A Special Highlighting VH1's Partnership With The Global Fund To Fight Aids, Tuberculosis And Malaria

NEW YORK, NY, June 16, 2005 – AIDS: this health crisis has already taken the lives of over 20 million. Approximately 38 million people are living with HIV today. As part of its continuing public affairs initiative, VH1 invited India.Arie and Ashley Judd to take a first-hand look at the health emergency and how it is affecting the slums of Nairobi, Kenya and Antananarivo, Madagascar. Though Ashley and India.Arie encountered sadness and suffering in these communities, they also found hope. Those who care for individuals affected by HIV/AIDS expressed this hope on a daily basis, through their remarkable courage and stamina in the face of the crisis. Watch India.Arie and Ashley's emotional journeys on "VH1 News Presents: Tracking the Monster Ashley Judd and India.Arie Confront AIDS in Africa."

Premiering in August (time T.B.A.), "VH1 News Presents: Tracking the Monster: Ashley Judd and India.Arie Confront AIDS in Africa" is an intimate look at the global emergency of HIV/AIDS. The documentary follows India.Arie and Ashley Judd in Africa as they volunteer with two HIV/AIDS projects funded by The Global Fund to Fight AIDS, Tuberculosis and Malaria (The Global Fund). Working alongside local staff for two weeks, Ashley and India.Arie learned about the objectives of Global Fund projects as well as how to bring comfort and consolation to those who are affected by HIV/AIDS. Each day they journeyed into neighborhoods, hospices and HIV testing centers where they formed friendships with African people battling this disease. India.Arie and Ashley fed, hugged and listened to patients as they worked to ease their suffering and help to diminish the stigma associated with HIV/AIDS.

In the slums of Nairobi, Kenya, many families and communities have already been ravaged by the AIDS epidemic. The documentary follows India.Arie's visit with KENWA (the Kenya Network of Women with AIDS), a grassroots, community-based organization founded in 1993 by five women living with HIV/AIDS, and now supported mainly by the Global Fund. Accompanied by her mother Simpson, India.Arie joined community health workers in their daily rounds to care for AIDS orphans, and to offer comfort, physical care and counseling to individuals living with the disease. Together they met face to face with those who are HIV positive and live daily under dire circumstances.

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In Madagascar, the incidence of HIV/AIDS is still low, and AIDS workers hope to seize opportunities to prevent an epidemic on a scale like that of Kenya. Together with the Global Fund, YouthAIDS has established testing centers in Madagascar for commercial sex workers, and for youth within local high schools.

As YouthAIDS Global Ambassador, Ashley Judd, joined local YouthAIDS staff as a peer educator, helping sex workers and adolescents understand the importance of being tested for HIV, and of modifying their behavior to best protect themselves. In Antananarivo, where AIDS still carries a

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heavy stigma, Ashley helped a young HIV positive woman to accept her status and talk to her teenage children about protecting themselves. Ashley and her friend, make-up artist Moyra Mulholland, experienced the tough street life of many young women who are most at risk of HIV infection.

VH1's public affairs efforts also extends to its VH1.com web site, which will stream all of the network's PSAs and will highlight the network's campaign in collaboration with The Global Fund and feature HIV awareness information.

"VH1 News Presents: Tracking the Monster Ashley Judd and India.Arie Confront AIDS in Africa." is a production of VH1, executive produced by Michael Hirschorn and Brad Abramson.

The Global Fund to Fight AIDS, Tuberculosis and Malaria was created in 2002 to dramatically increase resources to fight three of the world's most devastating diseases. The Global Fund attracts, manages and disburses resources to developing nations in their fight against AIDS. The Fund works closely with the 129 countries providing assistance during development and implementation of prevention, treatment, and training programs. Out of every dollar donated, 98 cents goes directly to the cause.

YouthAIDS, an HIV/AIDS education and prevention initiative of the global health organization Population Service International, targets young people between the ages of 15-24 with positive, upbeat messages of abstinence, delayed sexual debut and protected safer-sex. YouthAIDS uses media, pop culture, music, theatre and sport to reach 600 million young people in 60 countries with life-saving messages, products and services. www.youthaids.org.

VH1, available in 87 million households in the U.S, connects viewers to the music, artists and pop culture that matter to them most with series, specials, live events, exclusive online content and public affairs initiatives. VH1 also has an array of digital services including VH1 Classic, VH1 Soul, VH Uno, VH1 Mega Hits and VH1 Country. Connect with VH1 at www.VH1.com. VH1 is a unit of Viacom International Inc.

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