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FOR IMMEDIATE RELEASE

**DIANA ROSS, FEIST, DIERKS BENTLEY, JULIETA VENEGAS,
SEUN KUTI & MARIT LARSEN TO CELEBRATE PEACE THROUGH
MUSIC AT 15TH ANNUAL NOBEL PEACE PRIZE CONCERT
DECEMBER 11TH IN OSLO, NORWAY**

*Star-Studded Concert Honoring Peace Prize Laureate Martti Ahtisaari
Broadcast Worldwide To More Than 100 Countries*

OSLO, NORWAY, OCTOBER 17, 2008 – The Norwegian Nobel Committee has announced an all-star lineup for the annual Nobel Peace Prize Concert the evening of December 11th at the Spektrum Arena in Oslo, Norway. The show will be headlined by the legendary Diana Ross and feature performances by world renowned artists including Feist, Dierks Bentley, Julieta Venegas, Seun Kuti and Marit Larsen. The concert hosts and additional artists are scheduled to be announced in coming weeks.

This year's Nobel Peace Prize Concert will honor laureate Martti Ahtisaari, the former President of Finland, for what the committee calls "his important efforts, on several continents and over more than three decades, to resolve international conflicts." The award is given annually to an individual or organization whose work exemplifies a spirit of vision and leadership that will help promote peace in the world. Mr. Ahtisaari will be in attendance at the concert, which is presented by the esteemed Norwegian Nobel Committee and broadcast to more than 100 countries worldwide.

"The Nobel Committee is thrilled to welcome such an impressive array of mindful and talented artists to help us spread the message of peace around the world," said Geir Lundestad, Secretary of the Norwegian Nobel Committee. "It promises to be a spectacular evening and we encourage everyone to tune-in and join us."

The Nobel Peace Prize is the most prestigious award in the world, honoring icons such as Mother Teresa, Nelson Mandela, Mikhail Gorbachev, Archbishop Desmond Tutu, Jimmy Carter, Kofi Annan, Al Gore and other remarkable individuals and organizations. For the past fourteen years, the Nobel Peace Prize Ceremony has been followed the next day by the Nobel Peace Prize Concert, a musical celebration honoring the laureate.

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The 2008 Nobel Peace Prize Concert lineup includes:

Diana Ross – Ross' famed and remarkable career spanning four decades has resulted with major awards and accolades and music history milestones. She is a consummate performer as well as one of the most iconic female singers of all time and one of the most prominent women in popular music history and pop culture of the late 20th century.

Her international achievements were acknowledged by the prestigious Kennedy Center Honors in December 2007 in Washington DC. The honor celebrated her lustrous career of excellence in music, film, television and theatre, as well as her cultural influences, humanitarian work and her contributions to American culture.

The entertainment industry saluted her portrayal of Billie Holliday in the film "Lady Sings the Blues" with top awards and nominations. The Motion Picture Academy of Arts & Sciences bestowed an Oscar nomination for her extraordinary performance as Best Actress and The Golden Globe Awards gave her a trophy for that same role. Ross went on to star in further films, "Mahogany" and "The Wiz." Ross won Broadway's top honor with a Tony Award for her one-woman show, "An Evening with Diana Ross."

Career milestones include induction into the Rock & Roll Hall of Fame, The Songwriters Hall of Fame, National Academy of Recording Arts & Sciences Hero Award, NAACP Entertainer Award, Billboard's Female Entertainer of the Century Award, The Soul Train Legend Award and International Lifetime Achievement at the World Music Awards. The icon is forever cemented in history with two stars on the Hollywood Walk of Fame. "Stop! In The Name of Love," "Where Did Our Love Go" and "You Keep Me Hangin' On" have all been inducted into the NARAS Hall of Fame. "Stop! In The Name of Love" and "You Can't Hurry Love" are among The Rock & Roll Hall of Fame's Songs that Shaped Rock & Roll.

Feist – Leslie Feist is a Canadian singer who performs under the name Feist. She was born in Amherst, N.S., and grew up in Calgary. She soared to international acclaim with her most recent album, *The Reminder*, which sold more than a million copies worldwide and earned four Grammy nominations. She won five Juno Awards in 2008, including Single of the Year, Artist of the Year, and Album of the Year.

Dierks Bentley – Not so many years ago, he was singing for tips in bars and soaking up country music history at his day job, working in the videotape copy room, at the late, great Nashville Network. Today he's among the most successful and relevant country singers in the business. Dierks Bentley has brought twang, romance and wit to the charts with ten top ten singles, including five number one's and rare musical nuance to his albums, all three of which have reached or are about to reach the coveted platinum plateau. He released his first greatest hits album in May 2008, just five years into his major label career. All of which is testimony that Dierks has done things differently, taken charge of his own career and pledged allegiance to his fans. With six Grammy nominations and a trove of CMA, ACM and CMT awards, Dierks Bentley is looking forward to the kind of career his heroes had: a long one.

Julieta Venegas – Grammy Award-winner Venegas was born and raised in Tijuana, Baja California and started her musical training by studying classical piano from the age of eight. She is an accomplished singer, instrumentalist, and songwriter who performs Spanish-language rock and pop music. Venegas was part of several bands, including Chantaje, before starting a solo career. In addition to singing and writing her own songs, Venegas plays numerous instruments including acoustic guitar, accordion and keyboard. She has been honored with three Latin Grammy Awards.

Seun Kuti – Nigerian musical superstar Seun Anikulapo Kuti has kept the grace, energy and strength of his father Fela. With Egypt 80's musicians, Fela's legendary group, he makes live again the most original incarnation of Afro beat: using the phrases, the solid brass section, the incomparable groove of African percussion and voices. With an astonishing maturity, Seun leads with tremendous energy his band on stage, playing his father's repertory as well as his own compositions.

Marit Larsen – The release of Marit Larsen’s (Norway) debut album resulted in something remarkable. It managed to wipe out the collective memory of her past as a member of an internationally known, million selling pop act called M2M. Not because the debut album sold more, albums rarely do these days, but because it stuck to whoever listened to it in a deeper, more genuine way. It earned Larsen respect among everyone from lovers of cheerful, catchy radio pop hits, to music enthusiasts - who saw a credible musician with a personal twist on the classical singer/ songwriter tradition.

Cisco Systems is a proud global sponsor of the Nobel Peace Prize Concert. The concert is presented by the Norwegian Nobel Committee and is produced by IMG in cooperation with Dinamo Story and NRK.

For more information on the Nobel Peace Prize and Concert, please visit nobelpeaceprize.org.

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