

IBM presents

SAWUBONA/Songs Of Good Hope in Concert at CeBIT Opening

Hanover/Suttgart, 1 March 2010 – IBM presents the SAWUBONA/Songs Of Good Hope at the evening of the CeBIT Opening Ceremony, 9 – 10:30 pm, Kuppelsaal at Glasfoyer, Hanover. The “Songs Of Good Hope” are the results of IBM’s Internet MusicJam project which started 2008 at CeBIT Fair. Musicians around the world were asked to compose music to 17 lyrics about South Africa. About 600 SAWUBONA participants composed 120 “Songs Of Good Hope” during the last 18 months.

14 “Songs Of Good Hope” will be in the final selection for a CD production, for online sales and for concert performance. All proceeds from music marketing will support township projects in South Africa in the education area as well as for AIDS prevention. IBM’s MusicJam project SAWUBONA/Songs Of Good Hope goes way beyond an IT project to showcase social platforms. “This project is also an innovative global Corporate Social Responsibility project as well as a smart experiment for the entertainment industry”, explains Martin Jetter, General Manager IBM Germany. An example for a SAWUBONA help project is the AIDS project Ubuntu in Cape Town, South Africa. Ubuntu Africa is a not-for-profit organization dedicated to providing lifesaving healthcare and support services to HIV-positive children and teens in Khayelitsha, South Africa. This project will be also supported by German actor Walter Sittler and his wife Sigrid Klausmann-Sittler and by Thomas Hitzlsperger, a player on the German National Soccer Team.

For the CeBIT concert, Werner Acker, musical director of SAWUBONA, formed a band with musicians from South Africa, Cameroon, the UK and Germany. The singer Coco Mbassi from Cameroon will join SAWUBONA as well as members from South African band “Hot Water”: Donovan Copley, singer/songwriter and Ronan Skillen, percussion. From the UK, rock music legend Ken Hensley will perform with the SAWUBONA Band. Ken is also the musical ambassador for the project. All other SAWUBONA band members are top musicians from Germany: Annette Kienzle and Verena Nübel, vocals, Hansi Schuller, bass, Frank Dapper, drums, Rainer Schaithauer, keyboards, Ekkehard Rössle, sax and Werner Acker, guitar.

The roots of the SAWUBONA project go back to the year 1994 when Hans-Dieter Huober, former editor-in-chief of IBM Germany’s employee magazine was asked to write an article about IBM in South Africa for IBM’s worldwide publication THINK - just after the first democratic elections in South Africa. “An unexpected trip to Jo’burgs South Western Township Soweto to visit IBM’s Corporate Social Responsibility Projects there, was the reason for me to fall in love with the people and the country” explains Huober. Impressed by what he experienced, he wrote lyrics for the songs. Today, he leads IBM’s SAWUBONA MusicJam Project.

IBM presents the MusicJam Project SAWUBONA/Songs Of Good Hope at its stand in hall 2, in cooperation with Steinberg Technologies and Digitalmusicians. For more information on the project and the concert schedule, please visit: www.sawubona-musicjam.com

Contact:

Hans-Dieter Huober

IBM Marketing & Communication

Phone: +49-7141-488410

Mobile: +49-171-3810923

E-Mail: hhuober@de.ibm.com

Griot GmbH

Wulf von Gaudecker

Marion von Gaudecker

Phone: +49 4526 33 82 0

Email: marion@griot.de

www.griot.de