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Press Release

UNCF ANNOUNCES NATIONAL TELEVISION BROADCAST OF AN EVENING OF STARS® TRIBUTE TO PATTI LABELLE

PERFORMANCES BY JENNIFER HUDSON, FANTASIA, YOLANDA ADAMS,
MARIO, LETOYA LUCKETT AND MORE

“STARPOWER” NEW ONLINE GIVING CAMPAIGN

FAIRFAX, VA (January 23, 2009) - UNCF—the United Negro College Fund— will broadcast *An Evening of Stars*® Tribute to Patti LaBelle nationally on more than 40 network stations in major markets including WGN America at 7 p.m. on Saturday, January 24th, and on, BET Networks on January 25th at 10 p.m. *The tribute to Patti LaBelle marks the 30th anniversary of UNCF's two-hour entertainment television special. StarPower, UNCF's new online giving campaign also celebrates minority education. A complete list of stations and background information on the show and StarPower can be found at www.aneveningofstars.org.*

With more than 45 years in music behind her, Grammy-winning R&B/soul singer, Patti LaBelle will be surrounded on the *An Evening of Stars*® (AEOS) stage with the greatest talent in entertainment, education, sports and politics as she is presented with the UNCF Award of Excellence. The award cites her long entertainment career and support for UNCF and minority education.

This year's program features award-winning singers and performers Yolanda Adams, Jennifer Hudson, Fantasia, Brian McKnight, Wayne Brady, Mario, LeToya Lockett, Chrisette Michele and Big Daddy Kane. Presenters include: Raven-Symoné from *That's So Raven*; Shemar Moore from *Criminal Minds*; *Entertainment Tonight's* Kevin Frazier; LisaRaye McCoy and Duane Martin from *All of Us*; actress Vivica A. Fox; syndicated radio host and HBCU fundraiser, Tom Joyner; *Access Hollywood's* Shaun Robinson; comedian and radio show host Mo'Nique; actress Holly Robinson Peete, VH1's *Celebrity Fit Club's* Dr. Ian Smith; Essence Cares founder Susan Taylor; WGN's Merri Dee and BET Chairman and CEO Debra Lee. Former Labelle group members Nona Hendryx and Sarah Dash will make a surprise appearance singing the Labelle favorite, "Somebody Somewhere". And there are special taped appearances by Beyoncé, Wyclef Jean and Mariah Carey. NBA All-Star Kobe Bryant from the Los Angeles Lakers will present the Award of Excellence to Patti LaBelle. Six-time Emmy Award winner, Louis J. Horvitz is executive producer and director of *An Evening of Stars*®.

The 30th AEOS will also present UNCF's second Founder's award to The Ray Charles Foundation to honor the legendary musician and entertainer for his longstanding support of minority education.

"This year's *An Evening of Stars*[®] program is electrifying and filled with high energy performances of Patti LaBelle's hits, such as *Somewhere over the Rainbow*, *Lady Marmalade* and many more from her extensive song book, as we celebrate not only her contribution to the music industry but her dedication to minority education," said Michael L. Lomax, Ph.D., UNCF president and CEO. "We are grateful to Patti and all of our celebrities, sponsors and supporters who enable UNCF to keep helping promising students get the college degrees they need and our nation needs them to have in this ever-changing global economy."

For the third straight year, *An Evening of Stars*[®] has been nominated for a NAACP Image Award. It won the Award for its 2006 program, which honored Stevie Wonder. The deadline for voting is February 3. Visit <http://www.naacpimageawards.net/40/index.php> to vote.

Target serves as the "Presenting Sponsor" of *An Evening of Stars*[®] (AEOS). National corporate sponsors of AEOS include AT&T, McDonald's, and Toyota. American Airlines is the official airline of An Evening of Stars and Wachovia is the hospitality sponsor. BET Networks and WGN America are official media partners.

UNCF also recently launched "STAR POWER" its first AEOS online giving campaign. STAR POWER invites donors and friends to create or join online teams to help raise funds to support minority education. With a fundraising goal of \$1 million, the campaign runs through March 31, 2009. Participants can upload photos, send invitation and thank you emails, and much more through their individual or team web pages, and are encouraged to post their links on Facebook and MySpace as well. The captains of the three teams that raise the most money will be eligible to win an AEOS VIP package which includes tickets to next year's taping of *An Evening of Stars*[®], transportation to and from the event, luxury accommodations and VIP passes to all AEOS activities and more. To learn more visit www.aneveningofstars.org and click on the Star Power icon.

About An Evening of Stars[®]

An Evening of Stars[®] (AEOS), formerly the *Lou Rawls Parade of Stars*[®], first aired in 1979, and since that time has become one of the longest running and most successful televised events in U.S. history. Lou Rawls, a spokesperson for UNCF and champion for AEOS for more than 25 years, is credited with helping raise more than \$200 million to help UNCF scholarship recipients and member institutions and their students pay the cost of higher education. This year's show, now in its 30th season, was made possible by Target, which serves as AEOS's first-ever "Presenting Sponsor," and by national corporate sponsors American Airlines, McDonald's, Toyota, Wachovia, and AT&T. In recent years, AEOS has featured a Who's Who of recognizable talent, including Stevie Wonder, Chaka Khan, Nancy Wilson, Beyoncé, Jill Scott, Whoopi Goldberg, Fantasia, Joss Stone, Patti LaBelle, Michael Bolton, Natalie Cole, Herbie Hancock, Al Jarreau, Hall and Oates, Ziggy Marley, Maroon 5, and scores of others. *An Evening of Stars*[®] received an Image Award for its 2006 Tribute to Stevie Wonder. Additionally, this year the 2008 *An Evening of Stars*[®] Tribute to Smokey Robinson and the 2007 *An Evening of Stars*[®] Tribute to Aretha Franklin received Image Award nominations. Learn more about AEOS at www.aneveningofstars.org.

About UNCF

UNCF—the United Negro College Fund—is the nation's largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students' education and development through scholarships and other programs, strengthens its 39 private member colleges and

universities, and advocates for the importance of minority education. UNCF institutions and other historically black colleges and universities are highly effective, awarding 18 percent of African American baccalaureate degrees. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment, and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at over 900 colleges and universities across the country. Its logo features the UNCF torch of leadership in education and its widely recognized motto, "A mind is a terrible thing to waste."[®] Learn more at www.UNCF.org.

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