

The Global Fund & (RED)TM

October 2008

(RED) - Created by Bono & Bobby Shriver

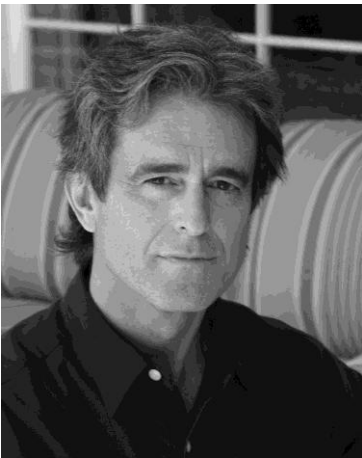


(RED) is a brand created to engage business and consumer power in the fight against AIDS in Africa.

(RED) works with the world's best consumer brands to make unique (PRODUCT) RED-branded products.

Consumers join in the fight against AIDS simply by choosing to purchase a (PRODUCT) RED item at no additional cost, at one of their favorite stores.

Up to 50% of gross profits from the sale of all (PRODUCT) RED items goes to Global Fund financed AIDS programs in Africa.

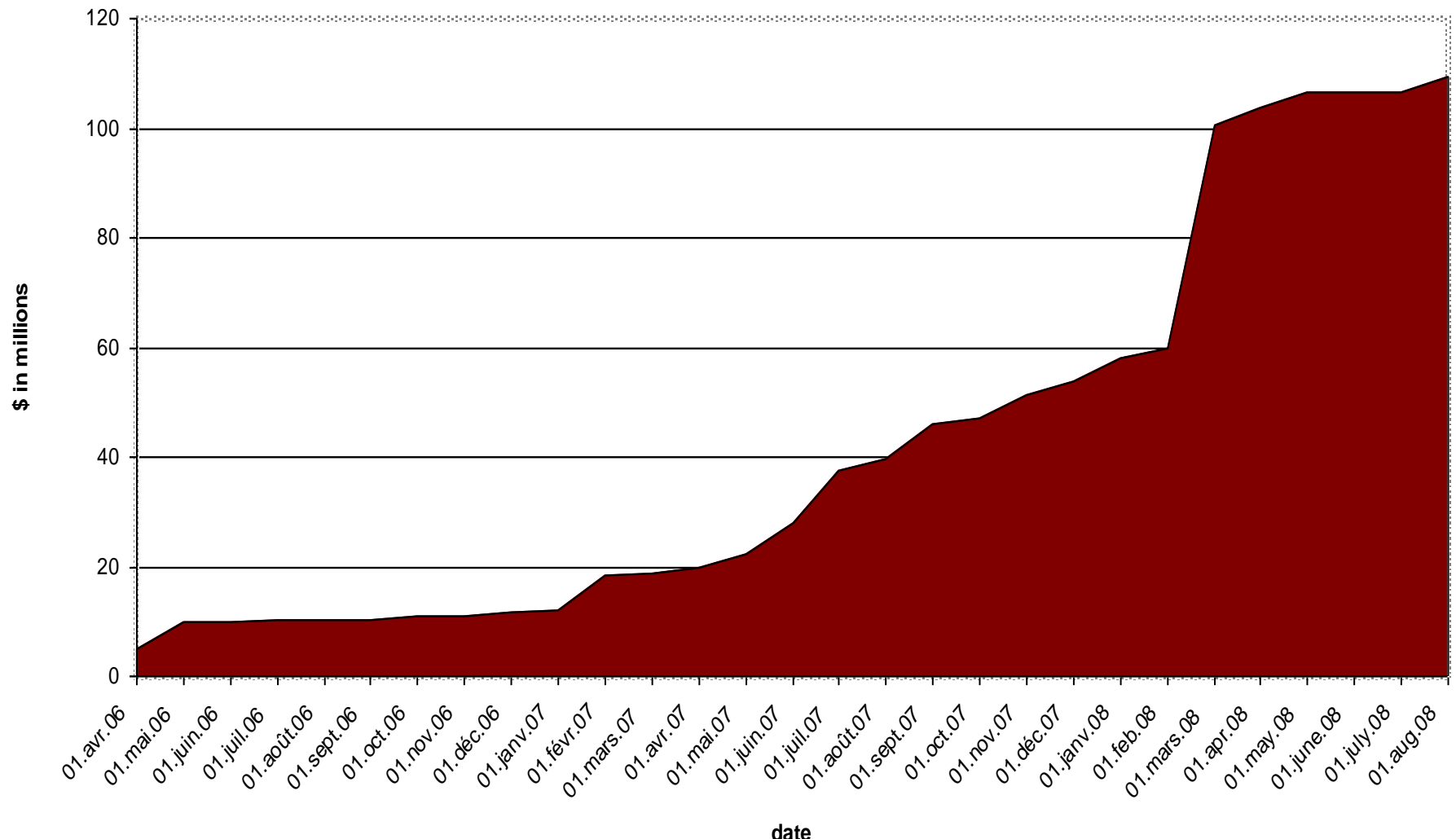


(RED) money currently goes to grants in Swaziland, Rwanda, Ghana and Lesotho.

Partners



More than \$112 million generated by (RED) since April 2006



For the Global Fund, (RED)...

Is...

- A corporate partnership that significantly increases private sector contributions to the Global Fund
- A marketing effort that raises awareness of HIV/AIDS in Africa, the Global Fund and its implementers, amongst an international audience
- A sustainable business model for long term corporate engagement and a sustainable source of funding

Is not...

- A different way of running Global Fund operations
- An additional burden on Global Fund implementers
- An initiative which infringes on fundraising efforts of other organizations