



United Nations Secretary-General Ban Ki-moon, President Bill Clinton, launch MASSIVEGOOD, a citizen solution for funding global health

FOR IMMEDIATE RELEASE

NEW YORK – March 4, 2010 – UN Secretary-General Ban Ki-moon and President Bill Clinton join today with international recording artists Will.I.Am and David Guetta, celebrated South African singer Yvonne Chaka Chaka, and director Spike Lee, to launch MASSIVEGOOD, an innovative fundraising movement that will enable travelers to make a “micro-contribution” towards major global health causes every time they buy a plane ticket, reserve a hotel room or rent a car.

As of 12 noon EST today, leisure travelers in the United States will be able to “click” on MASSIVEGOOD on commercial travel websites like Travelocity and Accor Hotels and through travel agents, and contribute \$2 to fighting HIV/AIDS, malaria and tuberculosis and to improving the dismal state of maternal and child health in the developing world.

World leaders such as British Prime Minister Gordon Brown and Norwegian Prime Minister Jens Stoltenberg sent messages of support for MASSIVEGOOD, an initiative already backed by French Foreign Minister Bernard Kouchner.

Created by the Millennium Foundation, with the support of the global travel and tourism industry, MASSIVEGOOD has the potential to raise millions more for global health. Funds will be distributed to UNITAID, an innovative funding mechanism for the purchase of drugs that has already saved millions of lives by lowering the price and increasing the availability of key treatments in poor countries – and will be dispersed to partners, including the Clinton Health Access Initiative.

“When we look at the incredible response to the crisis in Haiti, we see how much people are willing to help. All they need is a simple way to give, and a way to know they are truly helping,” stated Dr. Philippe Douste-Blazy, Chairman of the Millennium Foundation and of UNITAID, Special Advisor for Innovative Finance for Development to the United Nations Secretary-General.

“Building on the success of UNITAID’s levy on French airline travel which supported the efforts of my Foundation to initiate hundreds of thousands of children on lifesaving HIV/AIDS treatment, MASSIVEGOOD empowers individuals to give small amounts to make a big difference in solving global health crises,” President Clinton said. “I’m proud to be a part of its launch today, and I am hopeful that this model of philanthropy will serve as an example of what other industries can do to improve lives around the world.”

MASSIVEGOOD is designed to mobilize new sources of innovative funding to achieve the three health-related Millennium Development Goals agreed to by the UN in 2000: to treat and fight life-threatening diseases, including HIV/AIDS, malaria and tuberculosis; to reduce childhood mortality; and to improve maternal health.

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The Millennium Foundation has established a “MASSIVEGOOD America Fund” at Charities Aid Foundation America (“CAF America”), a U.S. registered tax-exempt charity that makes it possible for American donors to give safely and securely and obtain a tax deduction.

MASSIVEGOOD launched with a series of three events in New York City. On February 26th, MASSIVEGOOD was presented at the New York Times Travel Show luncheon before 400 invitees. This was followed by an event on March 2nd, where Grammy Award-winning recording artist will.i.am (frontman of the Black Eyed Peas) began work on a new song, “MASSIVEGOOD”, written and produced in collaboration with international DJ David Guetta and featuring Yvonne Chaka Chaka. In addition, director Spike Lee premiered a new 1-minute film, “Masterpieces,” made for MASSIVEGOOD and featuring recording artist Mary J. Blige, Hollywood stars Samuel L. Jackson and Susan Sarandon, writer Paul Auster and physicist Brian Greene.

Today, on March 4th, United Nations Secretary-General Ban Ki-moon and President Bill Clinton, founder of the William J. Clinton Foundation and 42nd President of the United States will join Raymond Chambers, United Nations Special Envoy for Malaria, Michel Sidibe, Executive Director of UNAIDS, Her Royal Highness Princess Cristina of Spain, First Lady of Namibia Penehupifo Pohamba, Andrey Pirigov, Assistant Director-General of the World Health Organization, Graeme Wheeler, World Bank Managing Director, and other leaders in innovative finance, non-governmental organizations, the travel industry and the private sector at the United Nations to officially launch the initiative MASSIVEGOOD by making the first click—the very first \$2 micro-contribution of the campaign.

“MASSIVEGOOD will save millions of lives by turning good intentions into good actions,” said Ray Chambers, the UN Special Envoy for Malaria. “Translating a few dollars into a lifesaving intervention such as a mosquito net has always been compelling, and MASSIVEGOOD’s ability forge this link will improve lives immeasurably.”

“Hope for universal access must not turn into a nightmare. Innovative financing mechanisms such as MASSIVEGOOD are critical to keeping the four million on antiretroviral treatment alive,” said Michel Sidibé, Executive Director of UNAIDS (the Joint United Nations Programme on HIV/AIDS).

“I’m delighted to support the launch of MASSIVEGOOD today,” stated Prime Minister Gordon Brown. “This project will help to save millions of lives and make great improvements to healthcare in the developing world. Along with other world leaders, I supported its development at the health summit at the United Nations General Assembly in New York last September. The UK invested £25 million in UNITAID programs last year, in recognition of the vital work it does to help fight AIDS, TB and malaria. Now is not the time to forget our collective commitments, this is a global fight and I remain committed to it.”

Norwegian Prime Minister Jens Stoltenberg said “We applaud the commitment of the Millennium Foundation to improving the state of maternal health in developing countries. Over the last years maternal health has taken a back seat to other health priorities. MASSIVEGOOD can do for mothers and children just what its name implies.”

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Dr. Margaret Chan, Director-General of the World Health Organization, stated “The launch of MASSIVEGOOD is happening at a critical turning point in the international community’s commitment to the Millennium Development Goals. With only five years left to act on the promises of the 2000 Millennium Declaration, we need initiatives that encourage everyday people to get involved in global health causes.”

US President Jimmy Carter, Founder of the Carter Center, stated: "I commend the Millennium Foundation on its ambitious and innovative efforts to address difficult global health problems that foster greater inequity between the rich and poor. Through the Foundation's unique MASSIVEGOOD campaign, individual travelers can join a global movement to support the Foundation's work to fight life-threatening diseases, such as malaria, that disproportionately impact the world's poorest and most vulnerable communities. The Foundation has my best wishes for every success in this important endeavor."

Although such high-profile figures will help spread the word, MASSIVEGOOD counts on everyday citizens. MASSIVEGOOD is more than a simple fundraising solution – it’s a worldwide movement. Through social networks and www.massivegood.org, the movement has several aims: to raise awareness about the fact that global health can be improved with additional resources that are easy to raise, to show that accountability and transparency in the distribution of health aid is possible and necessary, and to drive down costs of treatment by negotiating directly with pharmaceutical manufacturers.

This mission is backed by key players in the global travel and tourism industry. On September 23, 2009, industry leaders signed a declaration of principles committing their support to the Millennium Foundation and the launch of MASSIVEGOOD. Signatories included the **World Travel & Tourism Council**; **Amadeus**, **Sabre** and **Travelport**, which represent the leading Global Distribution Systems (GDS) managing the world’s airline reservation networks; **American Express Business Travel** and **Carlson Wagonlit Travel**, as corporate travel management supporters, **Voyageurs du Monde** as a leisure travel agent supporter, **Mondial Assistance**, as Call Center partner, and the **Global Business Coalition on HIV/Aids, Tuberculosis and Malaria**. Since then, **Travelocity**, **Accor Hotels**, **Delta Airlines**, the **American Society of Travel Agents**, **Club Med**, the **Travel Corporation**, and **BCD Travel** have pledged their support. Donors can rely on the security of Payment Service Provider (PSP) for MASSIVEGOOD, the **Royal Bank of Scotland/Bibit**.

"Our message is quite simple," says Dr. Bernard Salomé, Managing Director of the Millennium Foundation. "You can help change the world one click at a time, and join a movement that will do MASSIVEGOOD."

KEY FACTS:

- Malaria kills 1 child every 30 seconds - \$2 can treat 2 children against malaria.
- Tuberculosis kills 1 person every 15 seconds - \$24 can cure 1 adult of TB.
- HIV/AIDS kills 1 person every 13 seconds - \$55 can treat 1 child infected with HIV for a year.
- Every 3 seconds, a child under the age of 5 dies in low-income countries.
- Every minute, a woman dies in pregnancy or childbirth.

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- The travel and tourism industry's different sectors (air, hotel, car rental and train) together account for 9.4% of the world's GDP (about \$5,800 billion) and 8% of global employment (220 million jobs worldwide).

About the Millennium Foundation

The Millennium Foundation for Innovative Finance for Health ("Millennium Foundation") is a Swiss not-for-profit organization created in 2008 whose mission is to create a sustainable source of needed additional funding to achieve the three health-related Millennium Development Goals agreed to by the United Nations in 2000: to treat and fight life-threatening diseases, including HIV/AIDS, malaria and tuberculosis; to reduce childhood mortality; and to improve maternal health. To achieve its mission, the Millennium Foundation aims to inspire and empower citizens to join a global movement of solidarity dedicated to reducing the glaring inequalities in access to health care between rich and poor. The initial focus is the creation of MASSIVEGOOD, an innovative fundraising solution that makes it easy for all those who travel to make micro-contributions aimed at saving lives by fighting life-threatening diseases among the world's most vulnerable populations. For additional information, visit:

<http://www.millennium-foundation.org>.

About UNITAID

UNITAID was launched 3 years ago as an innovative mechanism for scaling up access to treatment for HIV/AIDS, tuberculosis and malaria. Founded by Brazil, Chile, France, Norway and the UK, today UNITAID has the support of 29 countries as well as the Bill & Melinda Gates Foundation. UNITAID today supports partner programs in 93 countries worldwide, addressing HIV/AIDS in 49 countries; malaria in 29; and tuberculosis in 72 countries. In less than three years UNITAID has committed more than 900 million dollars to the diagnosis and treatment of these three diseases, representing a total of over 11 million treatments provided to patients. UNITAID uses a market impact model that drives prices down, by guaranteeing a long-term market for large volumes of drugs and medical tools. Reduced prices, in turn, help funds go further and help more people. UNITAID's funding model is based on an air ticket solidarity levy. While some of its donors contribute through multi-year budgetary commitments, the air tax provides more than 70% of UNITAID's funding. Visit <http://www.unitaid.eu> for more information.

About Amadeus

Amadeus is the chosen technology partner and transaction processor for the global travel and tourism industry. The company provides distribution and technology solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include travel providers (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), travel sellers (travel agencies) and travel buyers (corporations and travellers). Amadeus operates under a transaction-based business model that offers IT solutions to virtually all players in the travel industry. The Amadeus system processed more than 670 million billable travel transactions in 2009. Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations – data processing centre) and regional offices in Miami, Buenos Aires, Bangkok and Dubai. At market level, Amadeus maintains customer operations through 72 local Amadeus Commercial Organisations covering 195 countries and 220 markets.

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The company is majority owned by Amadeus IT Holding, S.A., whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. The Amadeus group employs over 9,300 employees worldwide, with 123 nationalities represented at the central offices. More information about Amadeus is available at: <http://www.amadeus.com>

About American Express Business Travel

American Express Business Travel (www.americanexpress.com/businesstravel), a division of American Express Company, is committed to helping its clients maximize the greatest return on their travel investment through increased cost savings, world-class customer service and greater spending control. Ranging from small businesses to multinational corporations, American Express Business Travel provides a combination of industry-leading technology, travel management consulting, strategic sourcing and supplier negotiation support, alongside global customer service available online and offline. The Company also provides a dynamic online community (www.businesstravelconneXion.com) harnessing the collective intelligence of those in the business travel industry offering a variety of perspectives, best practices, current research and industry news.

American Express operates one of the world's largest travel agency networks with locations in over 140 countries worldwide. Total travel sales volume in 2008 was \$29.1 billion, including proprietary volume, volume processed through joint ventures, and American Express branded volume processed through its partner network.

American Express Company (www.americanexpress.com) is a leading global payments, network and travel company founded in 1850.

About ASTA

The mission of the American Society of Travel Agents (ASTA) is to facilitate the business of selling travel through effective representation, shared knowledge and the enhancement of professionalism. ASTA seeks a retail travel marketplace that is profitable and growing and a rewarding field in which to work, invest and do business.

About BCD Travel

As a leading provider of global corporate travel management, BCD Travel simplifies and streamlines the business of travel. This benefits our client's organization on every level: from the bottom-line to the business traveler. BCD Travel operates in more than 90 countries on six continents, with US\$14 billion in total sales and a combined worldwide work force in excess of 13,000. BCD Travel is a BCD Holdings N.V. company. For more information, visit www.bcdtravel.com.

About CAFAmerica

Charities Aid Foundation America (www.CAFAmerica.org) was founded in 1992. As a member organization of the United Kingdom based Charities Aid Foundation network of offices, which provide charitable financial services to individuals, global corporations, charities, and foundations. In October 2009, CAFAmerica made the Chronicle of Philanthropy's "Philanthropy 400" list of U.S private fundraising charities.

About Carlson Wagonlit Travel

Carlson Wagonlit Travel (CWT) is a global leader specializing in business travel management. Present in more than 150 countries, CWT serves companies of all sizes, as well as government institutions and non-governmental organizations. By leveraging both the expertise of its people and leading-edge technology, CWT helps clients derive the greatest value from their travel program in terms of savings, service, security and

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sustainability. The company is also committed to providing best-in-class service and assistance to travelers. CWT services and solutions comprise four lines of business: Traveler & Transaction Services, Program Optimization, Safety & Security, and Meetings & Events. In 2009, sales volume for wholly owned operations and joint ventures totaled US\$21.4 billion. For more information, please visit our global Website at www.carlsonwagonlit.com.

About Global Business Coalition on HIV/AIDS, TB and Malaria

The Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria is a coalition of more than 220 companies united to keep the fight against these epidemics a global priority. The Coalition provides tailored support so that companies can take an active role in defeating the pandemics. The Coalition also organizes collective actions among companies and links the public and private sectors in ways that pool talents and resources. The official focal point of the private sector delegation to the Global Fund to Fight AIDS, Tuberculosis and Malaria, the Coalition maintains offices in New York, Paris, Johannesburg, Beijing, Nairobi and Moscow. For more information visit: <http://www.gbcimpact.org>.

About Mondial Assistance

International leader in Assistance, Travel Insurance and Personal Services, today the Mondial Assistance Group counts more than 9 817 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 180 correspondents. 250 million people, or 4% of the world's total population, benefit from its services, which the Group provides on all five continents. Mondial Assistance is a member of the Allianz Group.

About Sabre Travel Network

Sabre Travel Network is the world's leading provider of high-performance travel solutions. By combining its unique expertise and leading technology, Sabre powers business performance across the travel industry. Sabre's multi-channel merchandising and procurement solutions enable corporate and leisure agencies, corporate travel programs, airlines, hotels and other travel suppliers around the world to make money, save money and provide better customer service. Our solutions are backed by our industry-leading customer service and unmatched track record of travel agency advocacy. Sabre is also an environmentally and socially responsible company committed to supporting the communities in which we live and work.

Key brands of Sabre Travel Network include GetThere(R), for corporate travel reservation technology; Nexion(R), a host agency; SynXis(R), for hotel reservation management, distribution and technology services; E-site marketing, specializing in online business solutions exclusively for the hospitality industry, TRAMS(R), mid- and back-office solutions and marketing services for travel agencies; and TRAMS ClientBase Marketing Services, a marketing promotions services for leisure travel agencies. Sabre Holdings connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information about Sabre Holdings is available at <http://www.sabre-holdings.com>.

About Travelocity Global

Travelocity® is committed to being the traveler's champion -- before, during and after the trip -- and provides the most comprehensive and proactive guarantee in the industry (<http://www.travelocity.com/guarantee>). This customer-driven focus, backed by 24/7 live phone support, competitive prices and powerful shopping technology has made

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Travelocity one of the largest travel companies in the world with annual gross bookings of more than U.S. \$10 billion. Travelocity also owns and operates: Travelocity Business® for corporate travel; igougo.com, a leading online travel community; lastminute.com, a leader in European online travel; and ZUJI, a leader in Asia-Pacific online travel. Travelocity is owned by Sabre Holdings Corporation, a world leader in travel marketing and distribution.

About Travelport

Travelport is a broad-based business services company and a leading provider of critical transaction processing solutions to companies operating in the global travel industry. Travelport is comprised of the global distribution system (GDS) business that includes the Worldspan and Galileo brands; GTA, a leading global, multi-channel provider of hotel and ground services; Airline IT Solutions, which hosts mission critical applications and provides business and data analysis solutions for major airlines. With 2008 revenues of \$2.5 billion, Travelport operates in 160 countries and has approximately 5,300 employees.

Travelport also owns approximately 48% of Orbitz Worldwide (NYSE: OWW), a leading global online travel company. Travelport is a private company owned by The Blackstone Group, One Equity Partners, Technology Crossover Ventures and Travelport management. For more information, please visit www.travelport.com

About Voyageurs du Monde

Voyageurs du Monde is a tour-operating company based in France with approximately 240 million euros per year. A leader in two sectors, customized travel solutions and adventure trips with "Terres d'Aventure", Voyageurs du Monde is a "concept store" for exciting travel, with agencies in France and Belgium. The boutiques offer a large selection of books, maps, travel supplies, expositions of objects from around the world, conferences and restaurants all dedicated to travel. Voyageurs du Monde is also a pioneer in sustainable development in travel and tourism.

About World Travel & Tourism Council

The World Travel & Tourism Council (WTTC) is the forum for business leaders in the Travel & Tourism industry. With Chief Executives of some one hundred of the world's leading Travel & Tourism companies as its Members, WTTC has a unique mandate and overview on all matters related to Travel & Tourism.

WTTC works to raise awareness of Travel & Tourism as one of the world's largest industries, employing approximately 220 million people and generating over 9.4 per cent of world GDP.

PRESS CONTACTS:

Jienna Foster
Millennium Foundation
Mobile +41 (78) 933 18 84
E-mail: jienna.foster@millennium-foundation.org

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ADDENDUM: Quotes from MASSIVEGOOD Supporters

"Amadeus is committed to evolving the travel industry through technological innovation. In the same way, we are now providing our technology to allow travellers to support the fight against life-threatening diseases and ultimately, save lives." – **Philippe Chèreque, Executive Vice President, Commercial, Amadeus**

"As a travel agent, business owner and the president of an organization that offers the travel industry such a variety of opportunities and services, I think it is our duty both as travelers and travel professionals to give back to the communities we depend on for our livelihood. It is ASTA's philosophy that travel leads to peace, through a combination of education and the understanding of other cultures; so, too, can travelers make a impact in the area of global health and in the lives of those whose worlds they visit. ASTA is extremely pleased to be able to support MASSIVE GOOD in its mission." – **Chris Russo, President and Chair, ASTA**

"CAF America is delighted to assist by providing the travel and entertainment industries a means by which to give on a tax-effective basis. This is an exciting new way for the worlds of travel, entertainment and philanthropy to combine forces to help make a better world." – **Susan Saxon-Harrod, CEO, CAF America**

"It's exciting to see the MASSIVEGOOD initiative come to life. Today's first click represents the start of something big the travel industry can be proud of. At Carlson Wagonlit Travel, we are excited to be taking part in this important worldwide effort that brings so many well-known organizations together for a common cause. Helping to improve the health of people in developing countries makes the work we do even more meaningful." – **Douglas Anderson, President & CEO, Carlson Wagonlit Travel**

"Mondial Assistance is an organization dedicated to helping people, anywhere, any time and this project is a very natural and important extension of that mission. We are proud to join some of the most respected names in the travel and tourism industry for the launch of MASSIVEGOOD." – **Rémi Grenier President of Mondial Assistance's Executive Committee**

"When Millennium Foundation first approached Sabre about this initiative, we jumped at the opportunity to support it. This is one of those unique opportunities where you unite as a travel industry to help tackle the challenges faced by those in developing countries. With more than 40% of the world's travel agencies using Sabre, we feel confident that we can make a positive contribution to Massive Good, and encourage travelers to support this when launched. This initiative supports our other Corporate Social Responsibility activities and we sincerely believe it will bring meaningful change to the global communities we live in." – **Sam Gilliland, CEO and Chairman, Sabre Holdings**

"As a GDS partner in this ambitious project, Travelport has the opportunity to use our global reach and a distribution system that touches millions of travelers each year to meet an urgent humanitarian need. MASSIVEGOOD not only captures the potentially significant funding that can save the lives of (millions/thousands) around the globe, but also embraces the spirit of unity, generosity and goodwill of individuals and organizations to bring about real change for the world's most vulnerable populations." – **Jeff Clarke, CEO, Travelport.**