

The Recording Academy®

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For Immediate Release

NEWS RELEASE

EXCLUSIVE PERFORMANCES ANNOUNCED FOR THE GRAMMY® CELEBRATION CONCERT TOUR PRESENTED BY T-MOBILE SIDEKICK

Five-City Tour Will Kick Off In Los Angeles With Leona Lewis

SANTA MONICA, Calif. and BELLEVUE, Wash. (Feb. 24, 2009)—The Recording Academy® and T-Mobile USA, Inc. announced an exciting array of GRAMMY®-winning and -nominated artists who will be a part of the 2009 GRAMMY Celebration Concert Tour Presented By T-Mobile® Sidekick®. The five-city concert tour will be a collaboration of established and up-and-coming musicians including Leona Lewis, Katy Perry and LL Cool J.

This marks the second consecutive year for the Tour, which will kick off in Los Angeles at The Hollywood Palladium on April 9 with a performance by GRAMMY nominee Leona Lewis. The Tour will continue with a stop in San Francisco at The Warfield on April 14, Boston at the House of Blues on April 28, Miami at The Fillmore Miami Beach at the Jackie Gleason Theater on May 13 and New York City at Terminal 5 on May 28. In Miami, GRAMMY nominee Katy Perry will perform and in New York City two-time GRAMMY winner LL Cool J will conclude the Tour.

Details on all of the scheduled performers, which will include rock, pop, R&B, and hip-hop artists, will be available at www.sidekick.com and www.grammy.com in the coming weeks.

The GRAMMY Celebration Concert Tour Presented By T-Mobile Sidekick is a unique and intimate musical experience honoring The Recording Academy's extraordinary heritage, providing music and Sidekick fans the opportunity to be a part of a truly exclusive concert experience.

A limited number of tickets for each performance will be available only through special, in-store contest giveaways at select T-Mobile retail locations in the five concert cities. T-Mobile Sidekick will support the concert tour with an integrated marketing campaign including grassroots support with street team activations and in-market radio promotions, as well as an extensive online experience at www.sidekick.com. The online component will include exclusive concert event information, photos and activities, including the chance to enter to win a VIP concert package. No purchase is necessary to enter or win the VIP concert package.

"T-Mobile is thrilled to once again provide our customers the opportunity to see some of their favorite artists in up-close-and-personal concerts," said Mike Belcher, vice president of branded communications and experience marketing, T-Mobile USA, Inc. "With The Academy's support, we will once again create unforgettable experiences exclusively for our Sidekick customers and music fans to show them our appreciation for their enthusiasm and loyalty."

(more)

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"The concert tour will celebrate diversity in music by bringing together artists from all musical genres including pop, rock and hip-hop," said Evan Greene, Chief Marketing Officer of The Recording Academy. "We are proud to partner once again with a brand that is committed to music, and we look forward to further establishing this concert series that delights both music and Sidekick fans alike."

With its signature swivel screen and full QWERTY keyboard, the T-Mobile Sidekick family of devices is designed for virtually anytime, anywhere communication. With access to e-mail, instant messaging and text messaging, as well as a robust Web experience to access sites such as MySpace, T-Mobile Sidekicks provide the luxury of being the center of one's social circle. For more information on T-Mobile Sidekick, please visit www.sidekick.com.

About The Recording Academy

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com.

About T-Mobile USA, Inc.

Based in Bellevue, Wash., T-Mobile USA, Inc. is the U.S. operation of Deutsche Telekom AG's Mobile Communications Business, and a wholly owned subsidiary of T-Mobile International, one of the world's leading companies in mobile communications. By the end of 2008, 128 million mobile customers were served by the mobile communication segments of the Deutsche Telekom group — 32.8 million by T-Mobile USA — all via a common technology platform based on GSM, the world's most widely used digital wireless standard. T-Mobile's innovative wireless products and services help empower people to connect to those who matter most. Multiple independent research studies continue to rank T-Mobile among the highest in numerous regions throughout the United States in wireless customer care and call quality. For more information, please visit www.T-Mobile.com. T-Mobile is a federally registered trademark of Deutsche Telekom AG. T-Mobile Sidekick is a registered trademark of T-Mobile USA, Inc.

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