NEWS RELEASE

TJ Martell Foundation 9th Annual Family Day Moves to Roseland Ballroom

2008-02-22

Location Changes to Accommodate Demand; Celebrity Appearances by LL Cool J, Nia Long, Roy Williams, The Naked Brothers, Cassie and Others at Event Honoring Warner Music Group Executive Vice President and Author of the Book "Make It Happen" Kevin Liles and His Family

NEW YORK, NY, Feb 22, 2008 -- The TJ Martell Foundation announced today that their 9th Annual TJ Martell Foundation Family Day fundraising event being held on Sunday, March 2nd, 2008 will be returning to the legendary Roseland Ballroom, located at 239 West 52nd Street (between Broadway and 8th Avenue), in New York from 1pm-4pm. Expected to appear at the event are LL Cool J, Nia Long, Roy Williams, The Naked Brothers and Cassie in addition to other celebrities expected to attend. New York's own D-Nice will be the guest DJ and Nick Cannon the creator and host of MTV's Wild 'n Out will host the event.

TJ Martell's Family Day provides hundreds of families with an opportunity to participate in a spectacular day full of fun, safe indoor gaming, sport and carnival activities and family fun to raise money for Leukemia, Cancer and AIDS research. Now in its ninth year, Family Day has steadily grown into one of the Martell Foundation's most successful events.

In addition to the fun and games, Family Day will also host a silent auction, which will feature amazing, one of a kind auction items. These items include a private audition with Kevin Liles, Executive Vice President of Warner Music Group; two tickets to 2009's NBA All-Star Game in Phoenix; a Kimora Lee Simmons & BabyPhat fashion and fabulous Experience; a rocking Panic At The Disco Experience; autographed guitars from Bon Jovi, Chad Kroeger of Nickelback, Gene Simmons, and Darryl Hall; autographed memorabilia from the Dallas Cowboys, Venus and Serena

Williams, Russell Simmons, Beyonce, Daughtrey, and Bon Jovi; VIP tickets to the Jon Stewart show and a tour of CBS' hit show "CSI: NY" with Hill Harper including lunch with Harper and an autographed CSI script.

Family Day brings together families from many different industries along with a who's who of music and entertainment executives. These families enjoy an afternoon of fun in a safe, indoor game, sport and carnival atmosphere with family fun activities. This year's Family Day will honor Warner Music Group Executive Vice President Kevin Liles and his family. As an avid participant in this event in previous years, Kevin Liles and his family have been supporters of the TJ Martell Foundation since it began.

Donations for a Family Day package cost $150 for a family of four. Individual ticket prices are $75 for adults and $25 for children under 16 years. To make a donation towards the 9th Annual TJ Martell Foundation Family Day, visit: http://www.tjmartellfoundation.org/Ny-Events-Family-Day.aspx.

ABOUT THE TJ MARTELL FOUNDATION

The TJ Martell Foundation for Leukemia, Cancer and AIDS Research was founded in 1975 by music industry executive Tony Martell and his colleagues, in memory of his son, T.J., a victim of Leukemia. It is dedicated to raising funds for the innovative initial and ongoing research for the treatments and cures of Leukemia, Cancer and AIDS. The Foundation has raised over $200 million dollars for research through a variety of events. Research facilities funded by the foundation include TJ Martell Memorial Laboratories at Mt. Sinai Medical Center in New York City, Neil Bogart Memorial Laboratories at Children's Hospital Los Angeles, Frances Williams Preston Laboratories at the Vanderbilt-Ingram Cancer Center in Nashville, Columbia-Presbyterian Cancer Center, Massachusetts General Cancer Center, The Mayo Clinic, Memorial Sloan-Kettering Cancer Center, and Oregon Health & Science University.