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STING 25 iPad App Update

Features New and Exclusive Content

Free App, Produced by @radical.media, Includes Additional All-Star Performances from Sting's 60th Birthday Benefit Concert, Plus the *One World Futbol Project* PSA

New York, New York (July 17, 2012) – Today, the free iPad app STING 25 was updated with new content including three exclusive and previously unreleased performances from Sting's 60th Birthday Benefit Concert – “Brand New Day” with Stevie Wonder, “If You Love Somebody Set Them Free” with Branford Marsalis, and “Roxanne” featuring Bryn Terfel – as well as a global PSA produced by @radical.media supporting the One World Futbol Project (OWFP).

STING 25, which was recently awarded the prestigious Cannes Lion for Best Visual Design/Aesthetic at the Cannes Lions International Festival of Creativity, explores Sting's enduring solo career through a multitude of elements, including handwritten lyrics and journal entries, rare photos, in-depth interviews, and a variety of concert footage, including exclusive performances and behind-the-scenes footage from his 60th Birthday Celebration benefitting the Robin Hood Foundation at New York City's Beacon Theatre.

The in-depth ‘appumentary’ also features a newly released PSA with Sting and OWFP co-founder Tim Jahnigen, created to support the organization's mission to distribute virtually indestructible soccer balls that never need a pump and never go flat to youth in war-stricken zones, refugee camps, disaster areas and other disadvantaged communities around the world. The name of the OWFP, an award-winning B-corporation and creators of the One World Futbol, was inspired by Sting's song, “One World (Not Three).”

“We believe the PSA and exclusive ‘appumentary’ content produced by @radical.media will inspire millions of people to understand how much hope can come through sport,” said Tim Jahnigen. “Kids need to experience the healing joy of play, sport, and soccer, no matter how challenging their life circumstances.”

“We are proud to deliver such an important message through this groundbreaking storytelling platform,” said Justin Wilkes, President of Media & Entertainment for @radical.media. “Our goal for the STING 25 app is to create an ongoing dialogue with the audience and hope this update will only continue to enhance their experience with the app.”

Since its inception, the One World Futbol Project has positively affected more than 525,000 lives in 137 countries through more than 138 organizations – including schools, orphanages, and nonprofits – which use sport to resolve conflicts, teach tolerance, and build communities. The company is also an affiliate member of streetfootballnetwork, which connects 94 football-for-social change non-profits in 61 countries.

In May, Chevrolet announced a three-year partnership with the One World Futbol Project, becoming the organization’s founding sponsor. Their pledge of support will result in 1.5 million virtually indestructible footballs being donated to youth living in communities impacted by war, disasters and poverty.

You can help make a difference through One World Futbol Project’s “Buy One, Give One” program. For every ball you purchase, a One World Futbol will be donated to an organization working with disadvantaged communities around the world. To get involved, visit www.oneworldfubol.com or Chevrolet’s football site, www.chevyfc.com.

The STING 25 app is available as a free download from the App Store on iPad or at www.itunes.com/appstore.

About @radical.media

@radical.media is a global studio that creates some of the world’s most innovative content across all forms of media. The company develops, produces and distributes television, feature films, commercials, music programming, live events, mobile applications, digital content and design. The company has produced a number of award-winning projects, including the Academy Award® nominated documentary, *Paradise Lost 3: Purgatory*; the critically acclaimed *Under African Skies: Paul Simon's Graceland Journey*; the Academy Award®-winning documentary *The Fog of War*; the Grammy Award®-winning *Concert for George*; and the Independent Spirit Award®-winning *Metallica: Some Kind of Monster*; the pilot episode of the Emmy® and Golden Globe® winning series *Mad Men*; six seasons of the series *Iconoclasts* for the Sundance Channel; *Oprab's Master Class* and *Visionaries* for OWN; and recently, a series of MTV documentaries on **Lady Gaga, Drake, Nicki Minaj** and **Demi Lovato**. The company has garnered numerous accolades for innovative digital initiatives such as *The Johnny Cash Project*, Arcade Fire's *The Wilderness Downtown*, the *Sting 25* App and the *Gagosian Gallery's* iPad App. Recently, @radical.media launched THINKR featuring extraordinary access to people,

stories, and ideas that are transforming the world. @radical.media is a FremantleMedia Company. FremantleMedia's global production arm is responsible for many of the world's highest rated prime time television programmes and its brand extension arm FremantleMedia Enterprises offers a one-stop-shop for all Licensing, Distribution and Home Entertainment globally. www.radicalmedia.com

About Sting

Composer, singer, author, activist – Sting has won universal acclaim in all of these roles yet he defies easy labeling. In 1977, Sting formed The Police with Stewart Copeland and Andy Summers. The band released five albums and in 2003 was inducted into The Rock and Roll Hall of Fame.

With the release of *The Dream Of The Blue Turtles* in 1985, followed by *Bring On The Night*, *...Nothing Like The Sun*, *The Soul Cages*, *Ten Summoner's Tales*, *Mercury Falling*, *Brand New Day*, *All This Time*, *Sacred Love*, *Songs From The Labyrinth*, *If On A Winter's Night...*, and *Symphonicities*, Sting has evolved into one of the world's most distinctive and highly respected performers. To commemorate the 25th anniversary of his solo career, the definitive box set *Sting: 25 Years*, featuring three comprehensive CD's, a previously unreleased live concert DVD, plus a hardcover book, was released in September 2011. *The Best Of 25 Years* is also available.

Sting has sold nearly 100 million albums from his combined work with The Police and as a solo artist, and has earned 16 Grammys, a Golden Globe, an Emmy, and three Oscar nominations.

Also an accomplished author, Sting published a memoir entitled Broken Music in 2003, which spent 13 weeks on the *New York Times* Best Sellers list. He most recently released Lyrics, a comprehensive collection of lyrics and personal commentary, also featuring photographs from throughout his career.

Sting's support for human rights organizations such as Amnesty International and the Rainforest Fund, which he co-founded with his wife Trudie Styler in 1989, mirrors his art in universal outreach.

Following the critically acclaimed 2011 – 2012 Back to Bass tour, Sting is on the road again this summer performing many of his most celebrated hits with a 5-piece band.

For more information, please visit www.sting.com.

About the One World Futbol Project

Launched in July 2010, the One World Futbol Project developed the One World Futbol—the world's first virtually-indestructible soccer ball that never needs a pump and never goes flat, even when punctured. For every ball bought at retail, the company donates a second ball to a community in need. The company also sells the One World Futbol directly to institutions and organizations, and works with schools, soccer teams, clubs and other organizations to help them raise funds while generating donated soccer balls at the same time. The One World Futbol Project is headquartered in Berkeley, California. To date, the

One World Futbol has reached more than 137 countries through at least 138 organizations, keeping the spirit of play alive for an estimated 525,000 children and young people. For more information about the One World Futbol Project, visit www.oneworldfutbol.com. Follow us on Facebook, www.facebook.com/OneWorldFutbol and Twitter, www.twitter.com/oneworldfutbol.