

December 1, 2008
For Immediate Release



Charlotte Bobcats' Power Forward Emeka Okafor Launches Mobile Texting Campaign to support the One Million African Lives Initiative In Recognition of WORLD AIDS DAY

Charlotte, NC -- Charlotte Bobcats Emeka Okafor will be announce a new mobile texting campaign to raise money for the One Million African Lives Initiative, (OMALI) a program of the Safe Blood for Africa Foundation (SBFA). The goal of the Initiative is to save one million lives in Africa by 2011 by cleaning up the blood supply and preventing the spread of diseases through tainted blood transfusions throughout sub-Saharan Africa.

OMALI will be collecting donations to support their work in Nigeria and the Democratic Republic of Congo through a mobile texting campaign which will be launched today in Charlotte, NC; the NBA and Charlotte Bobcats are supporting Okafor's unique program by hosting an In-Arena night showcasing a video PSA about OMALI at the Bobcats game this evening. Fans will have the opportunity to get involved through the mobile text donation campaign by simply texting the word HIV to 90999, a \$5 donation will be made to OMALI, which in turn will be able to provide an additional test kits and clinical training to those working in remote areas.

"Even in 2008, tainted blood transfusions continue to infect men, women and children with HIV throughout my home country of Nigeria and Africa as a whole," said Emeka Okafor. "By simply sending a text message, you can help stop the spread of HIV/AIDS and save thousands of African lives."

Since the launch of OMALI in 2006, \$800,000 has been raised to support the Initiative's work in Nigeria and the Democratic Republic of Congo (DRC). While there's immense conflict taking place in the DRC, SBFA and OMALI have managed to achieve great success with their program in the remote areas of the Congo. They have delivered 20,000 HIV test kits and in many areas, Congolese citizens and SBFA staff are walking several days in the jungle to deliver test kits to clinics in extremely remote areas.

OMALI's goal for 2009 is to raise an additional \$1 million and to expand the program to other areas of Africa.

Mobile Texting Campaign Details

A one-time charge of \$5 will be added to mobile phone bills. Standard messaging rates and additional fees may apply. All charges are billed by and payable to the mobile service provider. Proceeds benefit Safe Blood for Africa. Customers can unsubscribe at any time by texting 'STOP' to 90999. Service providers include AT&T, Sprint/Nextel, T-Mobile and US Cellular.

Press Conference

WHO: Emeka Okafor, Charlotte Bobcats & OMALI
Jeff Busch, Founder of SBFA

WHEN: December 1, 2008
11:30AM

WHERE: Time Warner Cable Arena – Media Interview Room
333 East Trade Street
Charlotte, NC 28202

CONTACT: Media Credentials
Michael Thompson
Corporate Communications
Charlotte Bobcats
704.688.8856

About Emeka Okafor

In addition to being one of the NBA's most talented young players, Emeka is one of the league's smartest and well-spoken leaders. He not only graduated from the University of Connecticut in 3 years with a 3.8 grade point average in Finance, he did so while leading the University of Connecticut Huskies men's basketball team to a National Championship in 2004. Since being selected second overall in the 2004 NBA draft, Emeka has become the face of the thriving young Charlotte Bobcats franchise. Before entering the NBA, Emeka represented the United States as a member of the bronze medal winning 2004 Olympic Basketball Team.

To find out more about the One Million African Lives Initiative, please visit www.onemillionafricanlives.org and for the Safe Blood for Africa Foundation, please visit www.safebloodforafrica.org.

###

Media Contacts

Jaymee Messler
Excel Sports Management
646.454. 5905
jaymee@excelsm.com

Rebecca Turk
SBFA & OMALI
310.663.0595
beckyturk@aol.com