



September, 2007

Dear Friends of Colombia,

We will like to extend a special invitation to the upcoming gala **BE/live 2007**. This event seeks to raise awareness about Colombia's social needs, as well as recognize and benefit non-profit organizations that contribute to the prosperity and development of vulnerable communities in Colombia via their high impact efforts in the country.

As you might know, Colombia is going through an unprecedented period, in which, after 40 years of violent conflict, social investment is becoming a main priority. Both international and local organizations, multinationals and the Colombian Diaspora are increasingly concerned about reducing poverty, sinking illiteracy, and providing education, nutrition and technological access to the entire Colombian population.

As part of this process, six well known Colombian non-profit organizations: Give to Colombia, Formula Sonrisas, Colombianitos, Fundacion mi Sangre, United for Colombia and Genesis Foundation joined efforts and for the first time are hosting an unprecedented event to engage the international community in supporting their high social impact projects.

These organizations have benefited thousands of children, internally displaced and disabled populations, female head-of-households, and rural low-income communities in the areas of health, education, nutrition and social development.

On the night of November 15, 2007 we are expecting around 500 guests to join in a philanthropic partnership the Colombian community, and support these five initiatives and their programs for people in need.

The event that we are planning consist of a silent auction, a sit-down dinner, Silvia Tcherassi's fashion show and an unplug presentation from recognized Colombian recording artists like Juanes, Carlos Vives, Fonseca and Fanny Lu



in the company of other Colombian celebrities like Sofia Vergara and Camilo Villegas.

Besides, the event was selected as one of the official NASCAR events for the NASCAR Homestead Race that will be held on November 18, 2007. We are expecting 48 NASCAR drivers and their team owners as special guests.

We know that you are committed to several social causes, but by accepting this invitation, you are not only contributing to the development of Colombia and

Latin American children, but making a difference in the lives of thousands of low-income communities.

It will not only be an honor to have you there, but also it will have an important impact in our success. We hope we can count with your attendance to our event; it will be a magical night for a good cause.

Sincerely,

A handwritten signature in black ink, appearing to read 'Orlando Ayala'.

Give to Colombia
Orlando Ayala
Vicepresidente de Microsoft

A handwritten signature in black ink, appearing to read 'Juan Pablo Montoya'.

Fórmula Sonrisas
Juan Pablo Montoya
Piloto de la NASCAR

A handwritten signature in black ink, appearing to read 'Ángela Patricia Janiot'.

Colombianitos
Ángela Patricia Janiot
CNN Internacional

A handwritten signature in black ink, appearing to read 'Juan Esteban Aristizábal'.

Fundación Mi Sangre
Juan Esteban Aristizábal
JUANES – cantante

A handwritten signature in black ink, appearing to read 'Gabriela Fébres-Cordero'.

United for Colombia
Gabriela Fébres-Cordero
Fundadora y Directora Ejecutiva

A handwritten signature in black ink, appearing to read 'Carolina Esquenazi'.

Genesis Foundation
Carolina Esquenazi
Executive Director