

Freshlyground scores with new album and FIFA World Cup Song.

For immediate release- Cape Town 28th April 2010

Freshlyground look set to dominate the South African and global music scenes in 2010 with the announcement that “Waka Waka (This Time For Africa),” a collaboration with global superstar Shakira, has been chosen as the Official Anthem of the upcoming 2010 FIFA World Cup in South Africa.

The announcement comes just as the critically-acclaimed and multi-award-winning act prepares to release its new studio album, the hotly-anticipated ‘Radio Africa’. Already the first single off the band’s new album, ‘Fire Is Low’, is making waves at radio with its instantly identifiable Freshlyground sound that’s been significantly dialed up to 2010 to create something hugely catchy (handclaps and all!).

Speaking just before jetting off to Los Angeles to shoot the official 2010 FIFA World Cup music video, the band said it was “thrilled to have collaborated with Shakira on “Waka Waka”. This is especially as we feel that the song captures the spirit and energy of the African World Cup. We are certain the song will inspire people around the world to celebrate the gathering of nations at the place where it all started. Here in Africa!”

Shakira and Freshlyground will perform the song live on June 10 at the official FIFA pretournament concert at Soweto Stadium in Johannesburg as well as before the start of the World Cup final in Johannesburg on July 11, 2010.

‘Waka Waka’ will be among the songs featured on “Listen Up: The Official 2010 FIFA World Cup Album™,” which will be released by Sony Music Entertainment in the weeks preceding the event, which begins June 11, 2010.

Freshlyground’s contribution to ‘Waka Waka’ underscores the Cape Town-based band’s standing as South Africa’s premier pop outfit.

As ‘Radio Africa’ shows, this tremendously successful act never strays from its southern African roots – which means that for all its pop immediacy, first single ‘Fire Is Low’ is buoyed by rhythms and instruments that speak intimately (and joyously) of the African landscape, whilst never veering into the saccharine.

Standouts on ‘Radio Africa’ are, as always, hard to pinpoint but one would certainly be “Big Man” featuring Les Nubians and a powerful reminder of what has happened to the dream set out in South Africa’s Freedom Charter. Indeed, the issues facing Africa take centre stage on several other songs including “Chicken To Change”, a direct take on Zimbabwe’s Robert Mugabe and likely to cause some tongue wagging.

But, as Freshlyground’s fans have become accustomed to, alongside these songs of society there are loads that uplift and entice the listener – among them the joyous “Moto”, which includes a traditional chorus sung in the north of Mozambique, Kenya and Tanzania.

In short, Freshlyground’s fourth studio album represents the natural evolution of one of the most distinctive sounding groups on the Africa continent. The album produced by Fabrice ‘Fab’ Dupont (mixer for Santogold, Mark Ronson, Jennifer Lopez) was recorded in the band’s own studio in Cape Town and mixed at Flux Studios in New York City.

'Radio Africa' hits retails shelves *May 3rd 2010.*

Radio Africa Launch Concerts:

8th May: The Assembly, 61 Harrington Street, Cape Town

13th May: The Alex Theatre, 36 Stiemens Street, Johannesburg

Tickets available at www.webtickets.com

For more info: www.freshlyground.com

For Press Passes please contact:

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Note to the Editor:

- All of Sony Music's net profits are being donated to Africa-related charities and all of FIFA's net profits being donated to the Official Campaign of the 2010 FIFA World Cup™ "20 Centres for 2010" which will create 20 Football for Hope Centres for education, public health and football in disadvantaged communities across Africa.

- The video for 'Waka Waka' will be available in standard definition as well as in 3D. The 3D version of the video will be offered in support of FIFA and Sony Corporation's slate of 3D programming around the FIFA World Cup, which will include 25 World Cup matches that will be filmed and broadcast in 3D.

About Freshlyground:

Since 2002 and over the course of its previous three albums, Freshlyground have become the musical voice of a nation's adolescent democracy. Featuring members of different ethnicities from South Africa, Mozambique and Zimbabwe the member's diverse backgrounds have allowed them to weave a musical magic that is highly infectious and undeniably groovy.

Beginning with the release of Jika Jika in 2003 Freshlyground's fusion of rock, jazz and Afropop has proved an age and culture crossover hit. The band's signature sound can also be heard on their 2004 multi-platinum album 'Nomvula' which features "Doo Be Doo" -s the most played song in South Africa in 2005. With four hit singles following it, Nomvula propelled the band to heights few reach, taking them to stages and festivals around Asia, Europe, Africa and North America. With 2007's Ma Cheri the band cemented their status as one of the finest acts to have ever come out of Southern Africa. Freshlyground won numerous awards including 4 South African Music Awards, 4 Metro FM Awards and an MTV Europe Music Award for "Best African Act" -a first for any SA musician.

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