

'VH1 Divas' Returns After a Four-Year Hiatus With Adele, Kelly Clarkson, Leona Lewis, and Miley Cyrus

Today's Hottest Young International Singing Sensations Will Come Together On One Stage For An Incredible Live Concert

"VH1 Divas" Will Air Live On Thursday, September 17 At 9:00 PM* On VH1

Go To Divas.VH1.com Now To Share Your Personal Stories About How This Year's Divas Have Inspired You

NEW YORK, July 21 -- After a four-year hiatus, VH1 will bring back the legendary live concert event "VH1 Divas" by featuring some of pop music's most talented female artists - Adele, Kelly Clarkson, Leona Lewis and Miley Cyrus. The "VH1 Divas" concert will be televised live on VH1 on Thursday, September 17 at 9:00pm.*

For the first time ever, these leading ladies at the top of their musical game will perform together live at the Brooklyn Academy of Music (BAM) Howard Gilman Opera House in Brooklyn, New York. Continuing in true "Divas" tradition, the evening will feature a night of unforgettable performances from various performers, presenters and special guests. Additional performers and presenters will be announced in the coming weeks.

Fans can go now to Divas.VH1.com to submit a "Diva Stories" text or video testimonial that tells the world how their favorite diva has influenced their life. VH1 wants to hear from all Divas' fans - favorite songs, favorite moments and the craziest things they've done to show their diva how they feel. Select testimonials may be featured online and on-air leading up to this year's live telecast. Users will also be able to browse and view other's testimonials as well as receive news and updates on "VH1 Divas." In mid-August, VH1 will launch additional online elements including past performances and Divas-inspired music video playlists. Users can also follow all show-related news and details, as well as thoughts on this year's show from other fans by following the "VH1 Divas" twitter account at <http://twitter.com/vh1divas>.

"An amazingly talented group of young women have successfully launched themselves into the global music scene since our last VH1 Divas show. We're very excited to have so many of them join us at this year's momentous event," said Lee Rolontz, EVP, Original Music Production & Development VH1, and VH1 Classic. "Adele, Kelly, Leona and Miley have all captured the world's attention with their talent and have earned their designation as VH1 Divas this year. Don't let some of their young ages fool you - these women are among the best entertainers in the world and will continue to thrill music fans for a long time to come."

Premiering on VH1 in 1998, "VH1 Divas" became synonymous with some of the most memorable live female vocal performances in television history. The show quickly became a highly anticipated annual phenomenon, generating speculation among music fans and industry executives on who would be part of that year's telecast. Previous featured performers over the years included Diana Ross, Tina Turner, Cher, Mariah Carey, Celine Dion, Aretha Franklin, Mary J. Blige, Shania Twain, Faith Hill, Whitney Houston, Beyonce, Chaka Khan and many more.

"VH1 Divas" is executive produced by Lee Rolontz, Rick Krim and Patrizia DiMaria.

As in previous years, this "VH1 Divas" specials will raise funds for the VH1 Save The Music Foundation, a non-profit organization dedicated to restoring instrumental music education in American public schools, and raising awareness about the importance of music as part of each child's complete education. Since VH1 Save The Music was created in 1997, more than \$43 million worth of musical instruments have been donated to 1,600 public schools in 100 cities, improving the lives of more than 1.2 million children.

Exclusive VH1 Save The Music VIP tickets and Gold Circle ticket packages will offer premium seating to the live "VH1 Divas" concert plus pre and post party access and an exclusive gift bag. Event sponsorship opportunities are also available to the two distinctively different "VH1 Divas" Parties on the same night. For more information on tickets or to sponsor an event, please contact: Nia.Mack@vh1savethemusic.com or at 212-846-7324.

"VH1 Divas" is sponsored by Garnier Fructis and CoverGirl .

VH1 connects viewers to the music, artists and pop culture that matter to them most with TV series, specials, live events, exclusive online content and public affairs initiatives. VH1 is available in 95 million households in the U.S. VH1 also has an array of digital channels and services including VH1Classic, VH1 Soul, VH1 Mobile, VH1Games and extensive broadband video on VH1.com. Connect with VH1 at VH1.com.

* All times ET/PT

Contacts:

Scott Acord/VH1
310-752-8075
Scott.Acord@vh1.com

Toni Herron/VH1
212-846-7528
Toni.Herron@vh1.com

Candice Ashton
310-752-8352
Candice.Ashton@vh1.com

SOURCE VH1

/CONTACT: Scott Acord, VH1, +1-310-752-8075, Scott.Acord@vh1.com, or Toni Herron, VH1, +1-212-846-7528, Toni.Herron@vh1.com, or Candice Ashton, +1-310-752-8352, Candice.Ashton@vh1.com/

/Web Site: <http://www.vh1.com> /