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Immediate Media Release

**Russell Simmons & SmartWater
Presents The Launch of GlobalGrind.com**

ATLANTA, GA - SEPTEMBER 12, 2008. Russell Simmons (American Entrepreneur, Music Mogul, Author & Philanthropist), is scheduled to celebrate the official launch of www.GlobalGrind.com (a community based website allowing people to discover and share content from anywhere on the web in a social and democratic way on issues and news related to the world of Hip-Hop) in Atlanta, Sept. 29th 2008.

USA Today named Russell Simmons one of the "Top 25 Most Influential People of the Past 25 Years," calling him "a hip-hop pioneer for his groundbreaking vision that has influenced music, fashion, finance, television and film, as well as the face of modern philanthropy." He shares his personal thoughts to all of us as an author with the New York Times bestseller **Do You!: 12 Laws to Access the Power in You to Achieve Happiness and Success**. He lives his life as a vegan and yoga enthusiast with a deep dedication to bring all ethnicities together through his charitable foundations.

This party is considered exclusive with special invited celebrities, and will be **open to the public who RSVP in advance** for a chance to celebrate with Russell Simmons and socialize with entertainment VIPs/personalities invited by the respective partnership companies: **Upscale Entertainment, Furious Entertainment, OffDaBloc co., Image Makers Media Group and our PR Firm: PR-Franchise, Inc.**

WHEN: Monday, September 29th, 2008 @ 10pm

MEDIA PRESS: Check-In @ 11:30pm w/ Credentials in Advance via Email

WHERE: Tongue & Groove Ultra Lounge @ 2420 Piedmont Road, Atlanta, GA 30324

RSVP@PR-Franchise.com | Before Guestlist is Closed!

The ambiance will include socialites of Atlanta coming together to have a great time with Russell Simmons (also in recognition of his birthday, born Oct. 4th). There will be a red carpet and marquee for approved press outlets and celebrities only. All VIPs attending will be organized by CEO & PR Executive Coordinator, Toni-Mateo @ 516.298.3633 and all Media-Press will be handled by Journalist/Publicist, Darnell Clark @ 404.849.2451.

ABOUT GLOBAL GRIND

Global Grind is a community based website allowing people to discover and share content from anywhere on the web by linking to, voting for, and commenting on each others content in a social and democratic way. You view the media content with full global grind links to the website that published the story. Doing so drives traffic to that website and creates a larger market for sites that publish their own news stories, photos, and videos. Headquartered in New York City, Global Grind is a privately held firm funded by the Silicon Valley venture capital firm, Accel Partners and Hip-Hop Mogul Russell Simmons. For more information please visit: www.globalgrind.com

PR-Franchise, Inc. is a private based PR Firm specializing in public relations and media management of high-end programs produced by clientele across the globe related to special projects inside the business of corporate entertainment. Our PR Firm provides PR representation in charge of overall public relations activities and programs. The programs normally include media relations, community relations, corporate communications and strategic planning w/ special events. CEO & PR Executive Coordinator: Toni-Mateo* #516.298.3633

(*) For more information including: media inquiries, investors, sponsorships, business engagements, or electronic press kits (EPKs) of clientele contact our main office or go online to our official website @ www.PR-Franchise.com. Media Profile @ www.myspace.com/ceotonimateo

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**** OFFICIAL INVITATION ****

GLOBAL GRIND, SMART WATER, ARGYLE CULTURE, UPSCALE & FURIOUS
PRESENT

RUSSELL SIMMONS

Birthday Celebration

MONDAY SEPT. 29TH 2008
THE NEWLY REMODELED AND RENOVATED ULTRA LOUNGE
TONGUE & GROOVE

**** OFFICIAL LOGOS OF ENTERTAINMENT, SPONSORS & PARTNERSHIP COMPANIES ****



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