



FOR IMMEDIATE RELEASE

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**Greater Raleigh Convention and Visitors Bureau Signs On as Title Sponsor
of Rock Hall Benefit Concert Gig**

Cary, N.C. – The Greater Raleigh Convention and Visitors Bureau (GRCVB) today announced that it has signed on as title sponsor of the September 20, 2008 Benefit Concert for the Rock and Roll Hall of Fame and John Entwistle Foundation. The GRCVB joins the Town of Cary and SunTrust Bank as major sponsors of a concert event that is being billed as one of the most anticipated music festivals of 2008.

The concert line-up, which includes former members of the John Entwistle Band, along with former Deep Purple and Rainbow lead singer Joe Lynn Turner, Blue Oyster Cult lead vocalist and guitarist Buck Dharma, and former original Grand Funk Railroad lead singer and guitarist Mark Farner, as well as many other headline performers to be announced over the next few months -- has music fans around the world buzzing and has already attracted ticket buyers from across North and South America and Europe.

Earlier this week organizers of the benefit concert also announced the inclusion of legendary homegrown bands The Connells and Arrogance on the show bill, as well as the selection of national breakout band Supagroup and popular NC bands Parmalee and Grand Society as part of its emerging artists showcase.

“The Raleigh area is consistently referred to as one of the country’s best live music destinations and by Cary’s Koka Booth Amphitheatre hosting this major music event it solidifies that reputation,” said Denny Edwards, president and CEO of the GRCVB. “By partnering with the Town of Cary as presenting sponsor and SunTrust Bank as sponsor of Music Education Week we will be able to create an unforgettable experience for concert fans, journalists and meeting planners visiting our area.”

Plans for SunTrust Music Education Week will be announced in mid-July but will include lectures by noted rock music historians, a public library event hosted by The John Entwistle Foundation, the screening of a movie based on John Entwistle’s fascinating life and his four decades as the legendary bass guitarist for ‘The Who’ and the introduction of the Rock Hall’s internationally-acclaimed distance learning program to the Triangle-area.

Proceeds from the concert and related events will benefit both the Rock and Roll Hall of Fame and Museum’s educational outreach and the John Entwistle Foundation’s program of providing musical instruments and music lessons to disadvantaged youths through the public library systems in communities across the country.

About The Rock and Roll Hall of Fame and Museum

The Rock and Roll Hall of Fame and Museum is the nonprofit organization that exists to educate visitors, fans and scholars from around the world about the history and continuing significance of rock and roll music. It carries out this mission both through its operation of a world-class museum that collects, preserves, exhibits and interprets this art form and through its library and archives as well as its educational programs.

For general inquiries, please call 216.781.ROCK or visit www.rockhall.com.

About The John Entwistle Foundation

Our primary mission is free music education and instruments for underserved children. However, we have also done quite a bit for disaster relief. We feel, as John Entwistle did, that if we can help those in need that we should. We get the foundation involved in fund raising efforts beyond our own mission whenever we can. We do it because we're able to and quite simply because that's what John would have done.

About the Greater Raleigh Convention and Visitors Bureau

The Greater Raleigh Convention & Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business. Through its website, VisitRaleigh.com and other tools, the GRCVB assists local visitors in a variety of ways. Of note, visitors spent more than \$1.3 billion in Wake County in 2006 that generated more than \$366 total savings per local household in state and local taxes.

About Koka Booth Amphitheatre and the Town of Cary

Koka Booth Amphitheatre in Cary, N.C. is located among 14 acres of stately hardwoods and pines and is beautifully situated next to Symphony Lake. With a capacity for 7,000 people, patrons enjoy concerts in a spectacular setting. Cary is a thriving community in the heart of the Triangle area of North Carolina, between Raleigh and the renowned Research Triangle Park. Regularly recognized by Money Magazine as one of the best places to live, its tree-lined streets and well-groomed subdivisions and office parks show Cary has grown the right way.

About SunTrust Bank

SunTrust Bank, Central Carolina region is part of SunTrust Banks, Inc., headquartered in Atlanta, and one of the nation's largest banking organizations, serving a broad range of consumer, commercial, corporate and institutional clients. As of March 31, 2008, SunTrust had total assets of \$179.0 billion and total deposits of \$116.2 billion. The Company operates an extensive branch and ATM network throughout the high-growth Southeast and Mid-Atlantic states and a full array of technology-based, 24-hour delivery channels. The Company also serves customers in selected markets nationally. Its primary businesses include deposit, credit, trust and investment services. Through various subsidiaries the Company provides mortgage banking, insurance, brokerage, investment management, equipment leasing and capital markets services. SunTrust's Internet address is suntrust.com.

Media Inquiries

All Rock and Roll Hall of Fame + Museum and John Entwistle Foundation related questions should be directed to Benefit Concert Chairman Rick French at (919) 277-1174.

All concert venue related questions should be directed to Koka Booth General Manager Becky Schmidt at (919) 462-2024.

All Greater Raleigh Convention and Visitors Bureau related questions should be directed to Ryan Smith, Communications Director, at (919) 645-2676.

All SunTrust Bank related questions should be directed to Julie Cooper, First Vice President, Sales & Marketing, Central Carolina Region, at (919) 381-3228.

All Town of Cary related questions should be directed to Cultural Arts Director Lyman Collins at (919) 462-3861.