



Ms. Alicia Keys
C/O MBK Entertainment
240 West 35th Street
18th Floor
New York, NY 10001

July 28, 2008

Dear Ms. Keys,

We have learned from news reports that you have asked Philip Morris International (PMI)/Sampoerna to withdraw their sponsorship from your Jakarta, Indonesia concert on July 31. We want to thank you for taking this action.

Your action can serve as a model for others and help make a difference in the battle to prevent the growing use of tobacco by children in low and middle income countries as the result of the tobacco industry's marketing.

While Philip Morris International has said they will remove branded billboards and posters related to the concert, they have not indicated that they are withdrawing their sponsorship. We would very much appreciate it if you could clarify whether Philip Morris International has responded to your request by fully withdrawing their sponsorship of the concert or by continuing their sponsorship but just removing branded billboards and posters. The distinction is important.

We want to thank you for your strong public statement with regard to tobacco industry sponsorship of your concert. In light of the marketing that has already occurred, we hope that you will take the opportunity upon your arrival in Jakarta and during the concert to speak out about your opposition to smoking and your concern with the tobacco industry's efforts to use artists like yourself to promote tobacco use among young people. If we can be of any help in providing you with further information about smoking, tobacco industry marketing to young people and the public health crisis created by smoking in Indonesia, please do not hesitate to contact us.

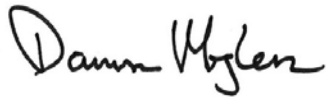
We also hope you will consider making a public statement that you will not accept tobacco industry sponsorship for your future concerts and ask your peers throughout the music industry to do the same. We believe that such a statement would have a real effect on tobacco use, especially by youth.

Finally, we would be delighted to work with you to help combat the growing problem of tobacco use by young people in low and middle income countries. The World Health

Organization has recognized that tobacco use kills more people worldwide than AIDS, malaria and tuberculosis combined. This is a preventable tragedy, and we hope you will join with us in making a difference.

Please do not hesitate to contact us if we can be of further assistance at (202) 296-5469.

Sincerely,



Damon Moglen
International Advocacy Director
Campaign for Tobacco-Free Kids
Washington, DC



Arist Merdeka Sirait
Secretary General
National Commission for Child Protection
Indonesia
Jakarta, Indonesia

cc: Jeff Robinson, CEO, MBK Entertainment
Jeanine Mclean, GM/Vice President of Operations, MBK Entertainment