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Fresh Creations Announces Music Festivals

Hamilton Bermuda, August 25, 2000 - Bermuda-based Fresh Creations, in conjunction with global telecom supplier, Alcatel, has announced a new music festival series kicking off with The Fifth Annual Bermuda Jazz Festival. The Bermuda Jazz Festival will feature a line-up of living legends representing a range of dynamic interpretations and styles inherent to this diverse musical genre. Jazz greats Diana Krall, Spyro Gyra, Roberta Flack, Boney James and Norman Brown headline the event, to be held on September 15th and 16th. Smooth classics meet fine fusion as spectators enjoy a 'sea of stars' performing from a special stage built in the water at the historic Royal Naval Dockyard. Catalyst House, and its key telecom clients will participate in a one-day conference hosted by Alcatel on Topic: "Impact of E-Business on Networks" where a panel from the Gartner Group will address the attendees.

Owing to the multi-year success of the Bermuda Jazz Festival, Fresh Creations, in conjunction with Catalyst House, has also announced next year's first Bermuda-based 'World Music Festival' entitled 'Sounds of Africa Indaba' - A Three-Day Music and Arts Event Featuring Top Performing Artists from Southern Africa.

The Sounds of Africa Indaba, tentatively scheduled for May 6-8, 2001, will bring African musicians, singers, traditional dancers, and artisans to Bermuda for three entertainment filled days and nights to give Bermudans and overseas visitors an exposure to traditional and modern African culture. The establishment of this event provides an exciting enhancement for American visitors who enjoy the charms of Bermuda, but find the traditions of Cup Match unfathomable, however the quaint rivalry between Somerset and St. George gives our Southern African visitors (avid cricket fans) an occasion to indulge in our local traditions.

The Digital Divide - A sidebar initiative of the Indaba event is an awareness campaign for the digital divide. A phenomenon recognized by several governments and NGO's as a key obstacle facing the future economic prosperity of most third-world states, we are aiming to publicize this situation among Bermudans. We have identified a not-for-profit company, CITA, operating with the Department of Education of the Western Cape that acquires second hand computers, rehabilitates them, trains personnel to overhaul and rebuild computers, monitors and peripherals, then learn to program software before placing the computers in township or rural schools. Students are then able to learn first-world skills and train towards first-world careers. The digital divide is a global problem that is being tackled by small grassroots efforts. Through this awareness campaign, we want to invite local and exempt organizations to donate second-hand equipment for use in the CITA program.

Fresh Creations Ltd. was founded in 1993 to produce television programming, corporate videos, commercials, and live video recordings for the Bermuda market. Notwithstanding the company's success at television production, it continues to command a high profile in non-broadcast productions and commercial work for Bermuda-based and overseas advertising agencies. Fresh Creations is involved from concept development to final delivery of the completed project. Fresh Creations also covers live concerts locally in Bermuda and at Sunfest in Jamaica, with their largest concert recording filming Boys II Men, KC and JOJO, Ziggy Marley and The Melody Makers. The company now has one of the best reggae libraries in the world that can be leveraged for broadcast on the web. Visit Fresh Creations @ www.freshcreations.com

Catalyst!House™, a Fresh Creations affiliate, is an international strategic-teaming consultant - services that Catalyst!House™ arranges for its clients include broker-dealer and capital formation introductions, business opportunities, buyer and distributor relations, introduction of prospective strategic partners and affiliates, and debt, equity, and hybrid business finance. Catalyst!House™ is dedicated to building, expanding, and maintaining global markets for small and medium-sized enterprises with an emphasis on emerging technologies and sustainable enterprise. Since its inception in the late 20th century, Catalyst!House™ Associates have assisted in the provision of over \$15 million in debt and equity to emerging technology and sustainable business enterprises. A Catalyst!House™ newsletter and client portfolio is available on request.

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