



***ASHANTI'S POWERFUL "RAIN ON ME" MINI-MOVIE AVAILABLE EXCLUSIVELY
ON NEW LIDROCK® CD***

*Grammy™-Winning Artist's Mini-Movie Depicts Reality of an Abusive Relationship;
Raises Awareness and Funds to Prevent Domestic Violence*

NEW YORK (October 17, 2003) – On Oct. 17, the intense, never before seen mini-movie version of multi-platinum selling recording artist Ashanti's "Rain on Me" music video will be available to the public exclusively on a LidRock CD-ROM. Available at LidRock.com in exchange for a five-dollar donation to the effort to end domestic violence, the Ashanti LidRock CD-ROM offers viewers their only chance to experience the bold collaboration between the Grammy™-winning Ashanti and renowned video director Hype Williams, as they take on this complex issue.

Ashanti, never afraid to tackle "real" topics in her music, Island Def Jam and LidRock have partnered with the San Francisco-based Family Violence Prevention Fund (FVPF) to raise awareness of the issue of domestic violence during National Domestic Violence Awareness Month.

Ashanti's lyrics for "Rain on Me," found on her current platinum sophomore album *Chapter II*, address the pains and challenges of facing, and eventually overcoming, an abusive relationship. Wanting to bring her lyrics to life in a cinematically ambitious, narrative driven way, the singer/songwriter worked with LidRock to produce the mini-movie version of the song.

"We wanted to make a short movie that was 'real'—that showed that no matter if you're rich or poor, black or white, famous or not, domestic violence can touch your life," explains Ashanti, the 23-year old singer whose self-titled debut album went platinum four times and sold more copies than any other female debut in history.

"Nearly one-third of American women (31 percent) report being physically or sexually abused by a husband or boyfriend at some point in their lives," stated Esta Soler, founder and president of the Family Violence Prevention Fund. "When we heard "Rain on Me" and saw the Ashanti LidRock mini movie, we knew the powerful messages about violence that they artfully convey would speak to a lot of people."

Fans of the single "Rain on Me" will find the Ashanti LidRock CD-ROM mini-movie a powerful and compelling extension of the music video, which has staked out a spot in heavy rotation on MTV and BET since its Aug. 28 release. The long-form mini movie, starring Ashanti and actor Larenz Tate, is exclusive to LidRock. The "Rain on Me" short-form music video currently airing contains select clips from the mini-movie and performance footage.

"Ashanti wrote an amazing song that, by itself, has incredible power and emotional resonance. The LidRock mini-movie just enhances the song's power, as it realistically portrays the complexity of domestic violence and the characters' inspiring strength in addressing the situation," continued Soler. "The Family Violence Prevention Fund is extremely proud to be partnering with Ashanti and LidRock on a project that has such potential to raise awareness about domestic violence and to save lives."

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Additionally, a public service announcement about domestic violence featuring Ashanti will begin airing nationwide on Oct 17 on more than 4,000 movie screens at Regal Cinemas, United Artists Theatres, Edwards Theatres and Hoyts Cinemas and is expected to reach millions of people. The Ashanti LidRock mini movie is only available at LidRock.com with a five-dollar donation.

Ashanti took home a Grammy in 2003 for Best Contemporary R&B album, seven Billboard Awards, two American Music Awards, The Lady of Soul Aretha Franklin Entertainer of the Year Award, and a 2002 BET Award for Best New Artist. In 2002, Ashanti published her first book of poetry and essays *Foolish/Unfoolish: Reflections On Love* through Hyperion.

About the Family Violence Prevention Fund

For more than two decades, the Family Violence Prevention Fund (FVPPF) has worked to end violence against women and children around the world, because everyone has the right to live free of violence. Instrumental in developing the landmark Violence Against Women Act passed by Congress in 1994, the FVPPF has continued to break new ground by reaching new audiences including men and youth, promoting leadership within communities to ensure that violence prevention efforts become self-sustaining, and transforming the way health care providers, police, judges, employers and others respond to violence. For more information, visit www.endabuse.org.

The Island Def Jam Music Group:

The Island Def Jam Music Group is home to a multi-cultural and diverse family of artists and has fast become one of the most successful labels in the industry. It is comprised of Island Records, Def Jam Recordings and Def Soul, and is in partnerships with American Recordings, Lost Highway Records, Roc-A-Fella Records, MonarC Entertainment and Roadrunner Records. The roster boasts an array of talented artists including Jay-Z, Bon Jovi, Mariah Carey, 112, Ludacris, Ashanti, Ryan Adams, Nickelback, Musiq, Johnny Cash, American Hi Fi, Fefe Dobson, Method Man, Hoobastank, Ja Rule, Sum 41, Thursday, Kelly Price, Saliva, Thrice and DMX.

About LidRock

LidRock is a breakthrough entertainment distribution platform that enables CDs, CD-ROMs, DVDs and other entertainment assets to be delivered to consumers on fountain drink lids. LidRock's patented and FDA-approved packaging enables movies, music, video games and other multimedia content to be distributed to consumers anywhere fountain drinks are served. LidRock is a division of Atlanta-based The Convex Group, Inc. For more information, visit www.LidRock.com.

About The Convex Group, Inc.

The Convex Group, Inc. is a media and entertainment company that acquires and integrates unique assets to create new media networks. The Atlanta-based company owns or controls proprietary distribution and content platforms including the "HowStuffWorks" franchise and the exclusive rights to "in-lid" CD-ROM distribution, which it operates through the LidRock division.

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