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On the Road to Jerusalem

THE "UNITY FOR" FOUNDATION LAUNCHES Concert Series.

Unity Joins with International Musicians, Celebrities and Committed Individuals to Premier its "On the Road To Jerusalem" Global Tour In Support of its First Cause - Middle East Peace. -Unity's Launch Concert is at the Los Angeles House of Blues, March 12, 2010, featuring an All-Star Band including Jonathan Mover, Scott Page, Cal Bennett, Martin Guigui and Corey Britz, with invited special guests to include Billy Gibbons, Marcus Miller and Mos Def.

Gibson will auction Vintage Guitars.

Unity For Foundation was created and funded by a handful of *individuals* from across the planet: Americans, Chinese, Arabs; Jews, Christians and Muslims. Our mission is to create a mass, ongoing global media campaign, coupled with a powerful and honest philanthropic giving platform – both fueled by global concerts - to enable we, the people, to direct our massive aggregate power, and particularly, our voice in helping to solve the world's major issues.

We are beginning our campaign effort with a series of benefit concerts across the U.S. leading to our first annual multi-country global concert in the Middle East. Our first event, March 12th at the Los Angeles House of Blues, starring an eclectic gathering of International talent, will be dedicated to raising global awareness around our first targeted cause: Middle East Peace.

Simultaneous to this concert series we be launching our initial tour website, and over the course of the nationwide tour, will continue the development of both Unity's mobile giving capacity and the self/community regulated, open source social

network we are developing to empower individuals around the planet to speak their voice, to give in a manner that is fully transparent, and to receive feedback as to the actual impact of their giving. We intend to launch the social network, web- and mobile giving platforms well prior to our first Middle-East based global concert.

Philanthropic Innovation with Respect to 100% Transparency

While large-scale benefit causes have nearly always been noble in their original intent, they have been widely criticized for lack of both a clear post-event finance strategy and an ongoing post-event giving platform. In response, Unity was born as fully multi-causal event and web/mobile-based philanthropy whose primary distinguishing feature is its aggressive innovation in the areas of financial transparency and how we earn the trust of our donors, partners, supporting celebrities and on the ground beneficiaries. We are doing this in multiple ways: (1) we are scheduled to be the world's first philanthropy to integrate the financial accounting transparency language "XBRL"* into our web-based platform - insuring full transparency compliance not only by ourselves but the causes we select as beneficiaries; and (2) we have hired inquirysystems.org, a 32-year old innovator in ethical and equitable practices in the non-profit space to be our on third party fiduciary and support us in our bid to set the bar for ethically-directed, 100% financially transparent philanthropy.

Unity is comprised of a unique, innovative and rapidly growing group of community-oriented individuals from across the planet that have invested their time, effort and capital because *Unity* needs to happen. The foundation has been designed to exclude both profit and personal benefit.

The Foundations goals are to promote peace, awareness, full transparency, innovation in philanthropy, financial sustainability and other positive values through mass media, and with funding, to enable quantifiably positive 'on the ground' impact via selected non-profits.

You're participation in helping up nurture the above to ever-greater impact in any way would be most appreciated. *The Unity 4 Foundation* was registered in Washington, DC in 2009 as a pending 501 (c) (3) non-profit, and is a Fiscal Project of Inquiring Systems, Inc. (ISI). ISI is a California Nonprofit 501(c) (3) Corporation - Founded in 1978.

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* XBRL language for the electronic communication of business and financial data that is revolutionizing transparent business reporting around the world." It is an open standard, free of license fees. Please see XBRL.org for more information.

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If you'd like more information about the Unity For Foundation, the pending House of Blues event, our greater concert series or platform, or to schedule an interview with the organizing committee, please use the following contact information:

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