

****Embargoed until 00.01 Wednesday September 24,
2008****



MOBO AWARDS LINE UP SUPERSTARS

**ESTELLE AND JOHN LEGEND CONFIRM MOBO
PERFORMANCES**

**SUGABABES TEAM UP WITH TAILO CRUZ FOR UNIQUE
COLLABORATION**

Stars from the US and UK will line-up up to play the prestigious **MOBO Awards** at **Wembley Arena** on **Wednesday October 15th**.

British superstar **Estelle** is determined to steal the show and looks set to shine on the night after receiving 5 nominations for this year's Awards. The Londoner has achieved huge acclaim on both sides of the Atlantic with her album *Shine* this year.

She will take her place in a line up that also includes her American mentor, label manager and fellow megastar **John Legend**, who was introduced to Estelle by mutual friend Kanye West. Legend signed the British singer to his Hometown Records label and launched her into the musical stratosphere.

For Legend, it is doubly satisfying for Estelle to be the hot favourite on the night, "I am so excited to be able to perform at **MOBO** and showcase some songs from my new album," says Legend, "I am so happy that Estelle is nominated 5 times too! She is a huge talent and it has been great to be part of her story."

Legend's own eagerly awaited new album, **Evolver**, is released in October and features Estelle, Kanye West and Andre 3000.

Bridging the Atlantic is Londoner **Taio Cruz**, a player in the US music scene where he has written for Usher, Mya and Britney Spears and had his own career mentored by Dallas Austin. The handsome 23 year old will be joined by Britain's most successful all female group of the 21st Century, the gorgeous **Sugababes**. Taio is working with Sugababes on their new album and the girl group also featured on a remix of his massive 'She's Like A Star' single.

Homegrown UK R&B star **Jay Sean** confirms his own appearance at the MOBOs. Sean is one of Britain's rising stars, a former medical student who switched to a musical career when debut single 'Dance With You' blew up in 2003. His latest album, 'My Own Way', hit the album chart at Number 6 earlier this year. He is also a huge star in India where Bollywood has embraced the 25 year old from Hounslow. Collaborations with fellow MOBO nominees Skepta and Chipmunk have cemented his status as a leading light on the UK scene.

Flo Rida completes the **MOBO** line-up so far. The Floridian star made a huge impact this year with worldwide smash 'Low', featuring T-Pain, himself a performer at last year's MOBO Awards. 'Low' is 2008's biggest selling ringtone in the US. The American is currently enjoying success with latest single 'In The Ayer' with Black Eyed Peas' main man will.i.am.

The 13th annual **MOBO Awards** will take place at **Wembley Arena** in London on Wednesday 15th October. Spice Girl **Mel B** will co-host the awards, for the first time since 1999 alongside **Rev Run**, founding member of iconic hip hop outfit **Run DMC**.

Mel says, "I am really excited to be returning as host to this year's awards ceremony. I can't wait to return to the MOBO stage at Wembley Arena. I have witnessed the rise of Estelle and Leona Lewis in the US, and 2008 has been an incredible year for Music of Black Origin on both sides of the Atlantic."

More performers will be announced and look out for surprises to rival Amy Winehouse's show stealing set at last year's **MOBO Awards**.

Kanya King, MOBO CEO:

"The **MOBO Awards** has always been about showcasing the best of UK and US artists with showstopping performances. We are delighted to welcome two American superstars and very proud to name other huge UK names who are now competing on equal terms internationally. This is a great year for British artists and it is a special privilege to welcome the man who gave Estelle her chance to Shine."

The full list of nominations:

Best UK Female

Adele
Duffy
Estelle
Leona Lewis
M.I.A.

Best UK Male

Dizzee Rascal
Jay Sean
Sway
Taio Cruz
Wiley

Best UK Newcomer

Bryn Christopher
Chipmunk
DJ Ironik
Skeptak
T2

Best International Act

Akon
Alicia Keys
Chris Brown
Jay Z
Kanye West
Mariah Carey
Mary J Blige
Ne-Yo
Rihanna
Usher

Best Reggae

Beenie Man
Busy Signal
Etana
Mavado
Tarrus Riley

Best Jazz

Courtney Pine
GuyBarker
Lizz Wright
Tony Kofi
Yolanda Brown

Best Gospel

Ekklesia
Jahaziel
Kirk Franklin

Best African Act

9ice
Asa
D'Banj Mo Hits Allstars

Tye Tribbett

Faze
Hip Hop Pantsula
Jozi
Jua Cali
Magic System
P-Square
Wahu

Best Song

'*American Boy*' – Estelle
'*Dance Wiv Me*' – Dizzee Rascal
'*Lollipop*' – Lil' Wayne
'*Low*' – Flo Rida
'*Wearing My Rolex*' – Wiley

Best R&B / Soul

Chris Brown
Estelle
Jay Sean
Ne-Yo
Usher

Best Hip Hop

Dizzee Rascal
Jay-Z
Lil' Wayne
Lupe Fiasco
Wiley

Best Video in association with MTV Base

'*Kidulthood to Adulthood*' – Bashy
'*American Boy*' – Estelle
'*Bleeding Love*' – Leona Lewis
'*Stryderman*' – Tinchy Stryder
'*Heartbreaker*' – Will.i.am

Best Album

'*As I Am*' - Alicia Keys
'*Shine*' – Estelle
'*Spirit*' – Leona Lewis
'*The Carter III*' – Lil' Wayne
'*Here I Stand*' – Usher

Best Radio DJ in association with Sony Ericsson

DJ 279
Ace and Invisible
Masterstepz
Rampage
Robbo Ranx
Semtex
Shortee Blitz
Steve Sutherland
Tim Westwood
Trevor Nelson

Best Club DJ

DJ EZ
Hotsteppa
Masterstepz
Rampage
Sarah Love
Scottie B
Semtex
Shortee Blitz
Steve Sutherland
Tim Westwood

The UK public can vote for their favourite nominees on the MOBO website to decide the ultimate winners: www.mobo.com

For those wanting to attend this year's MOBO Awards, tickets are now available and affordable (from £20 all in).

MOBO Organisation – www.mobo.com

Wembley Arena – www.wembleyarena.co.uk

See Tickets – www.seetickets.com

NOTES TO EDITORS

About MOBO

Founded by Kanya King MBE back in 1996, MOBO has grown to become Europe's leading black music brand – celebrating and honoring established as well as up-and-coming MOBO artists.

The MOBO Awards Show also holds the distinction of being one of the most televised black music awards shows in the world today - reaching hundreds of millions of viewers.

In addition to the MOBO independent music panel comprised of industry experts and connoisseurs who advise on the MOBO Awards categories as well as the nominees, a committee of MD's and their representatives of SonyBMG, EMI, Universal Music and Warner Music Group meet on a monthly basis, chaired by John Kennedy, IFPI Chairman and hosted by Lesley Douglas, BBC Controller of Music – providing unprecedented guidance, input and support for MOBO which is unique in the highly competitive world of music.

Over the past 12 years, the MOBO Awards Show has attracted the biggest names in the 'MOBO Music' genres giving stunning virtuoso live performances before a global audience.

Previous MOBO Awards winners include TLC, Eminem, Luther Vandross, Alicia Keys, George Benson, Beyonce, Kanye West, 50 Cent, Janet Jackson, Lemar and Dizzee Rascal.

Past MOBO Awards Show performers include Destiny's Child, Jay Z, Rihanna, Usher, Amy Winehouse, Lionel Richie, Sade, P Diddy, Tina Turner, and So Solid, among others.

Past MOBO Awards Show presenters include Diana Ross, The Edge, Janet Jackson, Iman, Frank Bruno, Lennox Lewis, Denise Lewis, Lulu, Steve Winwood, Colin Salmon, Ozwald Boateng, and cult film director Quentin Tarantino.

Past MOBO Awards Show attendees include Missy Elliot, Beenie Man, Tony Blair, David & Victoria Beckham alongside countless others...

About Western Union

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About the BBC

The MOBO Awards returns to the BBC in October. The music industry's most glittering annual awards for music of black origin will be broadcast on the night on BBC THREE on Wednesday 15th October, with highlights on Friday 17th October on BBC ONE, plus high level promotion and coverage across BBC Radio on Radio 1 and 1Xtra.

For more information please contact:

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