

# SEAN COMBS ENTERPRISES

SPRING 2011 VOL. I

High profile appearances, high honors and high hopes for today's youth

Welcome to the spring edition of Combs Enterprises newsletter, our tool for staying connected to our most valued colleagues. Much is happening with our brand, and even more is on the horizon, so look for updates soon. And keep in touch—I like to know what's on your mind, and what's important to your business, so that we can find ways to work together to achieve our common goals.

God Bless,  
Diddy



## Bigger & Better Than Ever Sean Combs Tops The Forbes Five

Sean "Diddy" Combs tops Forbes magazine's recently released *Forbes Five: Hip Hop's Wealthiest Artists* list, outpacing such industry powerhouses as Jay-Z, Dr. Dre, Curtis "50-Cent" Jackson, and Bryan "Birdman" Williams.

According to Forbes, the top spot goes to Mr. Combs, whose fortune is estimated at \$475 million, due to a diverse business portfolio that includes the Sean John clothing line, the Bad Boy Worldwide record label, and his vodka brand Ciroc.



## Idol Worship Diddy-Dirty-Money Heats Up Elimination Episode

For the 22 million Americans that tuned in to watch the results of this season's first American Idol elimination episode, **Diddy-Dirty-Money and Skylar Grey** took the stage, and took everyone's mind off the inevitable outcome.

In an inspiring rendition of their hit "Coming Home," Diddy-Dirty-Money accomplished a career-defining performance that juxtaposed a visual retrospective of Diddy's life with powerful lyrics and an infectious chorus. Addressing this season's hopefuls, Mr. Combs encouraged the Idols to work hard and keep God first in their lives; pinpointing his personal formula for success.



## Jackie Robinson Foundation Honors Sean "Diddy" Combs

Joining the ranks of such visionaries as George Lucas and J.W. Marriott, **Sean Combs was honored by the Jackie Robinson Foundation** at a gala in New York on March 7th.

Presented with the ROBIE Achievement in Industry Award, the Foundation's highest tribute to outstanding individuals in the corporate world, Sean Combs was selected for his innovation in music and fashion as well as his charitable work with Children's Hope Foundation, Daddy's House social programs and the public schools of New York City.

Joined by his son Justin and his mother Janice, Mr. Combs reflected on the significance of the award, saying, "This is the best award I've ever gotten in my entire life...this is something I never asked for or knew that I would receive, and I feel truly humbled and blessed."



## Diddy-Dirty-Money Hits A City Near You with guest artists R&B Singer Lloyd and Tyga

Diddy-Dirty-Money kicks off its U.S. "Coming Home" tour! It's a performance and a party! The tour will hit 20 cities April 13th -May 15th with guest artist R&B master, Lloyd, known for such hits as "Lay It Down," and Tyga. For more information about the tour and tickets go to [diddydirty.com](http://diddydirty.com)



## Riding The Pop Culture Wave Sean Combs To Star in Hawaii Five-O

No stranger to the silver screen and Broadway stage, Sean Combs will add television drama to his burgeoning resume as he takes on the role of NYPD Detective Reggie Williams in a spring episode of the CBS hit, Hawaii Five-O. Mr. Combs will portray an officer who, consumed with avenging a crime against his family, wages a one-man war for justice that sets him on a collision course with the Five-O team. **Airs: Monday, April 18 at 10:00 PM EST on CBS.**



## Making Tomorrow's Dreams Happen Today Sean Combs Donates \$100K To Young Entrepreneurs

With a million-dollar entertainment corporation, a critically acclaimed fashion line, diverse television, stage and film projects, and a successful vodka brand, Sean Combs is the consummate entrepreneur. Equally important in his life's plan is his focus on giving back. Mr. Combs' most recent endowment marries both—through his \$100,000 donation to help fund a U.S. program for budding entrepreneurs. As the founder and CEO of Badboy Worldwide Entertainment, ranked by a Crain's New York Business poll as the third top minority-owned business in New York, Sean Combs adds the most recent initiative to his established track record of supporting opportunities for underserved youth across the country.

[www.diddydirty.com](http://www.diddydirty.com) | Twitter: @iamdiddy | Facebook.com/Diddy



BLUE FLAME

CÎROC  
ULTRA PREMIUM VODKA

SEAN JOHN