

THE ESTÉE LAUDER COMPANIES'  
2011 BREAST CANCER AWARENESS CAMPAIGN'S CALL-TO-ACTION:  
"TOGETHER. CONNECT. COMMUNICATE. CONQUER. FOR A FUTURE FREE OF BREAST CANCER."

BY OCTOBER 2011, CLOSE TO \$50 MILLION IN CONTRIBUTIONS TO THE BREAST CANCER RESEARCH FOUNDATION® WILL HAVE BEEN RAISED BY THE ESTÉE LAUDER COMPANIES' BRANDS AND EMPLOYEES GLOBALLY, AND THROUGH FUNDRAISING INITIATIVES WITH OUR RETAIL PARTNERS

NEW YORK, NY, APRIL 26, 2011 – The Estée Lauder Companies is thrilled to announce the launch of its 2011 Global Breast Cancer Awareness (BCA) Campaign. Mrs. Evelyn H. Lauder, Senior Corporate Vice President of The Estée Lauder Companies and co-creator of the Pink Ribbon, reveals the new Campaign concept, "*TOGETHER. Connect. Communicate. Conquer. For A Future Free of Breast Cancer.*" that builds on the 2010 BCA Campaign's theme, "Connect. Communicate. Conquer. Prevent Breast Cancer One Woman At A Time." The new global Campaign emphasizes the power of many millions of people joining TOGETHER around the world with one voice to spread the all-important message of breast health and that early detection saves lives. The new bold and inspiring 2011 Campaign was conceived for the second year by James Gager, Senior Vice President, Group Creative Director of M·A·C, La Mer, Jo Malone Worldwide and Antonia Lakis, Vice President of M·A·C Design. The image was shot by world-renowned photographer Michael Thompson.

Evelyn Lauder stated, "*Together we are stronger. Together we can do more. Together we can find a cure.* Our 2011 BCA Campaign's call-to-action represents the importance of people joining as one to support friends, family and loved ones to fight this terrible disease. The World Health Organization (WHO) reported in 2008 that breast cancer was one of the top five cancer-related deaths worldwide. In 2010, there were more than 2.5 million breast cancer survivors in the United States<sup>1</sup>, and it is our hope that this number only continues to multiply for a future free of breast cancer. Imagine the incredible impact that we can have on many millions of women and men around the world by spreading the message of the importance of breast health and that early detection saves lives."

William P. Lauder, Executive Chairman of The Estée Lauder Companies, stated. "The Estée Lauder Companies' dedication to philanthropy is both personal as well as professional, as our heritage was built on leveraging the power of business for the greater good. We are very proud that our Breast Cancer Awareness Campaign, now in its 19th year, reaches many millions of women and men each year around the world with its life-saving message and we are dedicated to helping eradicate this disease."

Fabrizio Freda, President and CEO, The Estée Lauder Companies, stated, "Evelyn Lauder's call-to-action for The 2011 BCA Campaign aligns with our Company's overall corporate strategy by demonstrating our high-touch heritage that fundamentally gives back to our global consumers. The BCA Campaign personifies innovation, creativity and local relevance and the 2011 Campaign theme emphasizes the importance of working 'Together' to rid the world of this devastating disease"

Elizabeth Hurley, Spokesmodel for Estée Lauder and The BCA Campaign, said, "Awareness and early detection, along with raising more funds to find a cure, are the key components to conquering this disease. *Together* we can make an even bigger impact, save more lives and raise even more funds. Please tell everyone you know to do monthly breast self-exams, get mammograms annually if over the age of 40, and help raise funds to find a cure. I look forward to a future free of breast cancer."

<sup>1</sup> American Cancer Society (www.cancer.org), Facts/Figures: 2009/2010



**TOGETHER**  
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**THE 2011 BCA CAMPAIGN WILL KICK OFF AN EXCITING NEW YEAR FOR INCREASING AWARENESS GLOBALLY AND STRENGTHENING PARTNERSHIPS IN SUPPORT OF THIS IMPORTANT WORLDWIDE CAUSE.**

The global BCA Campaign transcends all cultures and ethnicities, emphasizing the collective power of working in unison to *Connect* with everyone we know, *Communicate* the importance of breast health and early detection, to *Conquer* this disease for a future free of breast cancer.

The BCA Campaign launched in 1992 when Evelyn Lauder co-created the Pink Ribbon with *SELF* Magazine. Since The BCA Campaign's inception in 1992, three important milestones will have been met by the end of October 2011 (National Breast Cancer Awareness Month):

- From 1993 through October 2011, close to \$50 million in contributions to The Breast Cancer Research Foundation® (BCRF) will have been raised by The Estée Lauder Companies' brands and employees, and through fundraising initiatives with our retail partners, helping the foundation to raise over \$330 million since its inception.
- This year, The BCA Campaign will begin distributing a new breast health awareness symbol in the form of BCA Pink Ribbon wristlets, featuring a beautiful, single-knot tie that elasticizes to fit any wrist. Millions of the iconic BCA Pink Ribbons will continue to be distributed at the counters of The Estée Lauder Companies' brands worldwide.
- By October 2011, The Estée Lauder Companies and its many brands will have distributed close to 115 million Pink Ribbons and millions of informational brochures about the importance of breast health worldwide.

**DURING OCTOBER 2011, THE BCA CAMPAIGN WILL:**

- Reach many millions of people worldwide. In 2010 alone, The BCA Campaign achieved an estimated 2.5 billion media impressions in more than 70 countries.
- Sell Pink Ribbon products through many of The Estée Lauder Companies' highly sought-after beauty brands to raise awareness and funds for BCRF.
- Partner with Philips to illuminate numerous global landmarks worldwide in bright pink using LED lights.
- Illuminate approximately 200 global landmarks in bright pink lights for the 12th Anniversary Year of The BCA Campaign's Global Landmark Illuminations Initiative, providing local relevance with a grassroots, high-touch approach. In 2010, ELC set the Guinness World Record, "Most Landmarks Illuminated for a Cause in 24 Hours."
- Activate celebrities, politicians and other high-profile influencers worldwide as Ambassadors for The BCA Campaign's World Pink Ribbon Ambassador (WPRA) Initiative.

The Estée Lauder Companies' Breast Cancer Awareness Campaign is committed to helping save the lives of women and men across the globe and achieving a world free of breast cancer.

For more details on The BCA Campaign, just visit [www.bcacampaign.com](http://www.bcacampaign.com) and [www.facebook.com/BCACampaign](http://www.facebook.com/BCACampaign).



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#### THE ESTÉE LAUDER COMPANIES INC.

. The Estée Lauder Companies Inc. is one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products. The Company's products are sold in over 150 countries and territories under the following brand names: Estée Lauder, Aramis, Clinique, Prescriptives, Lab Series, Origins, M-A-C, Bobbi Brown, Tommy Hilfiger, Kiton, La Mer, Donna Karan, Aveda, Jo Malone, Bumble and bumble, Darphin, Michael Kors, American Beauty, Flirt!, GoodSkin Labs, Grassroots Research Labs, Sean John, Missoni, Daisy Fuentes, Tom Ford, Coach, Ojon, Smashbox and Ermenegildo Zegna.

#### THE BREAST CANCER RESEARCH FOUNDATION®

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In October 2011, BCRF will award \$36.5 million to more than 185 scientists across the United States, Canada, Latin America, Europe, the Middle East, Australia and China. Currently, more than 90 cents of every dollar donated is directed to breast cancer research and awareness programs. With exceptionally low administrative costs, BCRF continues to be one of the most efficient organizations in the country. BCRF has received 4-stars from Charity Navigator and an "A+" from The American Institute of Philanthropy. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org).

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