

THE ESTÉE LAUDER COMPANIES AND PHILIPS LIGHTING LAUNCH PARTNERSHIP TO ILLUMINATE GLOBAL LANDMARKS USING LED TECHNOLOGY FOR BREAST CANCER AWARENESS MONTH

HUNDREDS OF LANDMARKS WORLDWIDE WILL SHINE PINK, SENDING THE LIFESAVING BREAST HEALTH AWARENESS MESSAGE TO MILLIONS

NEW YORK, NY, September 29, 2011 – The Estée Lauder Companies and Philips are proud to launch a global partnership as part of The Estée Lauder Companies' Breast Cancer Awareness (BCA) Campaign. Prominent landmarks will be illuminated using Philips' innovative and environmentally-friendly LED technology to raise awareness about the importance of breast health and early detection to millions worldwide. These landmarks, along with numerous others that will be lit pink worldwide, join together as part of The Breast Cancer Awareness Campaign's Global Landmark Illuminations Initiative and stand as symbols of hope and empowerment, encouraging all to "Connect. Communicate. Conquer. For a Future Free of Breast Cancer."

The 2011 BCA Campaign's Global Landmark Illuminations Initiative marks a dozen years of casting a bright light on a disease that, if localized and detected early, is 90% curable. Philips, the global leader in lighting, was a natural partner for The BCA Campaign's Global Landmark Illuminations Initiative. By drawing on its expertise, Philips is using the power and versatility of LED to illuminate landmarks across the globe in an energy efficient way. Including the landmarks that will be lit by Philips as a result of this partnership, approximately 200 prominent landmarks around the world will shine a pink light as beacons of hope. In doing so, millions of women and men everywhere are reminded of the importance of annual mammograms if 40 years or older, and the benefits of early detection in preventing breast cancer.

Mrs. Evelyn H. Lauder, Senior Corporate Vice President of The Estée Lauder Companies, stated "We are thrilled to be partnering with Philips on The BCA Campaign's Global Landmark Illuminations Initiative, shining bright pink lights on landmarks worldwide utilizing their innovative LED technology. This initiative has grown exponentially over the past 12 years and our hope is for these landmarks to remind millions to get an annual mammogram, if 40 years or older, and to communicate the lifesaving message about the importance of breast health and early detection for a future free of breast cancer."

"We are very proud to partner with The Estée Lauder Companies' Global Landmark Illumination Initiative and to promote Breast Cancer Awareness to people across the globe, said Marc de Jong, General Manager Professional Luminaires, Philips Lighting "Since our company's inception 120 years ago, Philips Lighting has remained steadfast in creating innovative solutions to enhance the life and well-being of people all over the world. In October, we are joining the fight by doing what we do best: using the power of light to raise awareness and let people know that early detection of breast cancer can save lives"

William Lauder, Executive Chairman of The Estée Lauder Companies, stated "We are very pleased that our Breast Cancer Awareness Campaign and Philips are launching this partnership. The Estée Lauder Companies and Philips share many of the same values, including reducing our impact on the environment and using innovation to drive our sustainability and philanthropic initiatives. This partnership will enable our breast health awareness message to reach many more millions of women and men worldwide, and the use of LED lighting solutions underscores our commitment to sustainability and corporate responsibility in local markets."

The BCA Campaign proudly set the Guinness World Record for "Most Landmarks Illuminated for a Cause in 24 Hours" in October 2010.



TOGETHER
CONNECT. COMMUNICATE. CONQUER.
FOR A FUTURE FREE OF BREAST CANCER

Following is a list of landmarks that will be illuminated by Philips as part of The BCA Campaign's Global Landmark Illuminations Initiative:

BELGIUM

RSCA Anderlecht Stadium, Brussels
Manneken Pis, Brussels
RTBF-VRT Tour, Brussels
Flagey Building, Brussels
RTBF Building, Liege

DUBAI

Intercontinental Hotel Festival City
Crowne Plaza, Dubai Festival City

FRANCE

Le Grand Palais, Paris

ITALY

Palazzo Marino, La Scala Square, Milan

JAPAN

Yokohama Marine Tower

THE NETHERLANDS

Philips Headquarters, Amsterdam
Philips Lighting Headquarters, Eindhoven

POLAND

Headquarters of Bank Citi Handlowy, Warsaw
City Stadium, Pozna
Radio Tower, Gliwice

RUSSIA

The Alexander Column in the Palace Square, St. Petersburg

UNITED KINGDOM

Selfridges, Oxford Street, London
Jenners, Princes Street, Edinburgh, Scotland

UNITED STATES

The Air Traffic Control Tower at John F. Kennedy International Airport, New York, NY
Philips Color Kinetics Headquarters, Burlington, MA
Prudential Tower, Boston, MA
Cira Centre, Philadelphia, PA



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Crystal Bridge Tropical Conservatory, Myriad Gardens, Downtown, Oklahoma City, Oklahoma City, OK
Hard Rock Hotel & Casino, Las Vegas, NV
Pylons at Los Angeles International Airport, Los Angeles, CA
City of Long Beach/Long Beach Convention Center, Long Beach, CA
Con Edison's Corporate Headquarters, New York, NY
Trump International Hotel and Tower Chicago, Chicago, IL

ABOUT THE ESTÉE LAUDER COMPANIES

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.

ABOUT ROYAL PHILIPS ELECTRONICS

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips employs about 117,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.3 billion in 2010, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure, with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.

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