

## THE ESTÉE LAUDER COMPANIES' LAUNCHES ITS 2011 BREAST CANCER AWARENESS CAMPAIGN WITH SEVERAL FIRST-EVER GLOBAL INITIATIVES

THE ESTÉE LAUDER COMPANIES AND PHILIPS PARTNER “TOGETHER” TO ILLUMINATE GLOBAL LANDMARKS USING INNOVATIVE LED TECHNOLOGY

A FIRST-EVER BCA GLOBAL WEBSITE AND “SHINE A LIGHT ON BREAST CANCER” SOCIAL MEDIA PROGRAM ARE LAUNCHED TO REACH MILLIONS DIGITALLY WORLDWIDE

ELIZABETH HURLEY, GLOBAL BCA CAMPAIGN AMBASSADOR PARTICIPATES IN A GLOBAL TOUR VISITING NEW YORK CITY, LONDON, EDINBURGH AND MOSCOW

NEW YORK, NY (SEPTEMBER 26, 2011) –The Estée Lauder Companies' Breast Cancer Awareness (BCA) Campaign is launching its most ambitious global outreach campaign to date for October's Breast Cancer Awareness Month. This year's 2011 BCA Campaign initiatives support its Campaign's concept *“Together. Connect. Communicate. Conquer. For A Future Free Of Breast Cancer,”* a compelling call-to-action that emphasizes the power of millions joining together, with one voice, to communicate the life-saving message about the importance of breast health and early detection. The bold and inspiring 2011 BCA Campaign was conceived for the second year by James Gager, Senior Vice President, Group Creative Director of MAC, La Mer, Jo Malone Worldwide and Antonia Lakis Vice President of MAC Design. The image was shot by world-renowned photographer Michael Thompson.

Mrs. Evelyn H. Lauder, Senior Corporate Vice President of The Estée Lauder Companies and founder of The Breast Cancer Awareness Campaign, states, “I'm thrilled to kick-off our 2011 BCA Campaign with several first-ever initiatives, bringing millions together with the single-minded goal of spreading the life-saving awareness message about the importance of breast health and early detection the world over. The mission of each of our initiatives is to reach new women and men, and to unify us all to eradicate this disease. Let's join together. As one we are stronger and have the ability to reach this goal once and for all.”

To celebrate the 12th anniversary of its Global Landmark Illuminations Initiative, The Estée Lauder Companies and Philips are proud to launch their first-ever partnership, whereby prominent global landmarks will be illuminated in pink lights using Philips' innovative and environmentally-friendly LED technology. The new partnership with Philips, a leading, global company dedicated to improving people's lives through timely innovations, was an excellent, synergistic fit as its commitment to enhancing people's lives, combined with modern LED technology and energy-efficient lighting solutions, is a sustainable way to reach millions with The BCA Campaign's awareness mission. These landmarks, along with numerous others lit by The BCA Campaign this October, will total more than 200 landmarks worldwide, sending the message of hope and empowerment to millions globally.

The BCA Campaign will digitally reach millions with its global launch of BCACampaign.com, the Campaign's first-ever dedicated website that will serve as an evergreen destination for BCA Campaign news, event information, tips on breast health and healthy living, and a way to make year-round donations to The Breast Cancer Research Foundation® (BCRF). The new website will also provide a link to The BCA Campaign's new Facebook page ([www.facebook.com/BCACampaign](http://www.facebook.com/BCACampaign)) that will feature its “Shine A Light on Breast Cancer,” Social Media Program, through which online viewers can virtually illuminate a global map in pink, and share messages of



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hope and inspiration about breast cancer with others the world over.

In September and October 2011, Elizabeth Hurley, Spokesmodel for Estée Lauder and Global Ambassador for The Estée Lauder Companies' BCA Campaign, will make personal appearances and take part in global illumination events around the world, promoting the importance of breast health. Events include:

**SEPTEMBER 29:** Elizabeth Hurley Personal Appearance, product signing and pink Illumination at Selfridges, London

**OCTOBER 4:** Elizabeth Hurley Personal Appearance, product signing and pink illumination at Jenners, Edinburgh

**OCTOBER 6:** Elizabeth Hurley Personal Appearance, product signing and pink illumination at TSUM, Moscow

**OCTOBER 20:** Elizabeth Hurley Personal Appearance and product signing at Bloomingdale's, 59th Street during their annual Pink Party in New York City

Additionally, in 2011, many of The Estée Lauder Companies' highly sought-after beauty brands will continue to raise awareness and funds for BCRF. Debuting this year and featured in The 2011 BCA Campaign visual, is The BCA Campaign's Pink Ribbon Wristlet, a modern expression on the traditional Pink Ribbon pin that has become the ubiquitous symbol of breast health worldwide. The BCA Campaign's Pink Ribbon wristlet features a beautiful, single-knot tie that elasticizes to fit any wrist. In October 2011, The BCA Campaign and many of The Estée Lauder Companies' brands will continue to distribute millions of Pink Ribbons, Pink Ribbon wristlets and informational brochures at its beauty counters worldwide, to raise awareness about the importance of breast health and early detection worldwide. Since 1992, The BCA Campaign has distributed close to 115 million Pink Ribbons and millions of informational brochures worldwide.

For more details on The 2011 BCA Campaign, visit [www.bcacampaign.com](http://www.bcacampaign.com) and [www.facebook.com/BCACampaign](http://www.facebook.com/BCACampaign).

#### **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 a 4-star rating 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).

#### **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



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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](http://www.philips.com/newscenter).

#### CONTACTS

Bari Seiden  
The Estée Lauder Companies Inc.  
767 5th Avenue, 42nd Floor  
New York, NY 10153  
Tel: 212-572-4475  
Fax: 212.893-7782  
Email: [bseiden@estee.com](mailto:bseiden@estee.com)

Sarah Stearns Finazzo  
BIWIR Public Relations  
292 Madison Ave., New York, NY 10017  
Tel: 212-901-3931  
Fax: 212-901-3979  
Email: [sarah.stearns@bwr-ny.com](mailto:sarah.stearns@bwr-ny.com)



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