

A POINT OF CLARIFICATION THE DISTINCTION BETWEEN THE BCA CAMPAIGN AND BCRF

DO YOU KNOW THE DIFFERENCE BETWEEN THE ESTÉE LAUDER COMPANIES' BREAST CANCER AWARENESS (BCA) CAMPAIGN AND THE BREAST CANCER RESEARCH FOUNDATION® (BCRF)?

To many it may seem as though they are one and the same. However, The Estée Lauder Companies' Breast Cancer Awareness (BCA) Campaign and The Breast Cancer Research Foundation® (BCRF) are two separate entities. The common thread, of course, is Evelyn H. Lauder (1936-2011), who was the Senior Corporate Vice President of The Estée Lauder Companies Inc. and the Founder and Chairman of The Breast Cancer Research Foundation. BCRF is an independent, not-for-profit 501(c)(3) organization dedicated to funding innovative clinical and translational research. The Estée Lauder Companies' BCA Campaign is a corporate campaign committed to raising awareness for breast health and raising funds for research supported by BCRF. The Estée Lauder Companies Inc. is BCRF's largest corporate donor.

THE ESTÉE LAUDER COMPANIES' BREAST CANCER AWARENESS CAMPAIGN

The Estée Lauder Companies' Breast Cancer Awareness Campaign was established in 1992 and is an initiative of The Estée Lauder Companies. The Campaign began when Evelyn Lauder and Alexandra Penney, then Editor-in-Chief of *SELF* Magazine, co-created the Pink Ribbon, which today has become the ubiquitous symbol for breast health. The mission of The BCA Campaign is to spread awareness about the importance of breast health and the message that early detection saves lives, as well as to raise funds to directly benefit breast cancer research.

During the month of October (National Breast Cancer Awareness Month), many of the Company's brands sell Pink Ribbon products to raise awareness and raise funds to support BCRF, and distribute Pink Ribbons and other materials at counter. Every year, Mrs. Evelyn Lauder and Elizabeth Hurley, Spokesperson for Estée Lauder and The BCA Campaign, traveled around the world raising awareness and funds for research at Personal Appearance events. The Company also hosts bake sales, golf tournaments and other special employee-driven fundraising events.

An additional element of The Estée Lauder Companies' Breast Cancer Awareness Campaign is the highly successful Global Landmark Illuminations Initiative, where major landmarks are bathed in pink light to serve as symbols of hope and awareness. Since the initiative began in 2000, more than 600 unique buildings, monuments and landmarks around the world have been illuminated, inspiring and motivating people year after year to get a mammogram or seek information about breast health. The Global Landmark Illuminations Initiative is celebrating its 12th Anniversary in October 2011.

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 and Smashbox.



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THE BREAST CANCER RESEARCH FOUNDATION®

Since its inception in 1993, The Breast Cancer Research Foundation® (BCRF) has raised over \$315 million – over \$35.5 million in fiscal year 2010 alone – to support the most advanced and promising breast cancer research that will help lead to prevention and a cure in our lifetime. In 2010-2011, our grants are supporting 172 dedicated researchers at major medical institutions throughout the world. If not for BCRF, many facts about the genetic basis of breast cancer wouldn't be known, breast cancer stem cells would still be a mystery, and personalized, targeted therapies wouldn't currently be available. BCRF-funded scientists are responsible for these and many other critical achievements. 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. Having received four stars from Charity Navigator for nine consecutive years, BCRF has outperformed 99% of more than 5,500 evaluated charities. Furthermore, the Foundation is once again listed as an "A+" charity by The American Institute of Philanthropy. No other breast cancer organization has consistently received such high ratings. For more information about BCRF, visit www.bcrfcure.org.

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

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

Anna Deluca, Public Relations

The Breast Cancer Research Foundation

Tel: 646-497-2609

Fax: 646-497-0890

Email: annadeluca@aol.com



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