

ELLA MOSS DEBUTS A LIMITED-EDITION
WORLD PINK TANK TOP IN HONOR OF
THE ESTÉE LAUDER COMPANIES'
BREAST CANCER AWARENESS CAMPAIGN,
WORLD PINK. WORLD WITHOUT BREAST CANCER.™
WEAR A PINK RIBBON. MAKE A DIFFERENCE.



New York, NY June 2009 – Ella Moss and The Estée Lauder Companies’ Breast Cancer Awareness Campaign are partnering to create the perfect World Pink tank top to support the *World Pink. World Without Breast Cancer.™ Wear a Pink Ribbon. Make a Difference.* Campaign.

During the month of October 2009, the limited-edition tank top will be sold to raise funds for innovative clinical and translational research to prevent and cure breast cancer. Ella Moss, a designer of contemporary womenswear, will donate \$5.00 from the sale of each tank top to The Breast Cancer Research Foundation (BCRF), which was founded in 1993 by Evelyn H. Lauder, Senior Corporate Vice President of The Estée Lauder Companies.

“We are pleased to partner with The Breast Cancer Research Foundation and The Estée Lauder Companies’ Breast Cancer Awareness Campaign on this tremendously important cause for a third year,” says Pamela Protzel Scott, Creative Director of Ella Moss. “It is our goal to raise awareness about the issue of breast cancer to ultimately find a cure for this devastating disease. We created the Ella Moss World Pink tank top as a reminder to women and men to continue to support breast cancer research.”

“The Estée Lauder Companies’ are thrilled to be teaming up with Ella Moss again in support of The Breast Cancer Research Foundation. This tank top is an exciting way to reach more people with the message that we must continue to join together in the effort to fund research and find a cure for breast cancer,” says Evelyn Lauder.

Ella Moss is sold at specialty retailers nationwide, including Barneys, Bloomingdale’s, Nordstrom and Saks Fifth Avenue. The limited-edition World Pink tank top will retail for MSRP \$49.00.

Ella Moss is an ultra-feminine collection of casual knit tops and dresses featuring bold colors, whimsical styling and fashion silhouettes. Founded in 2002 by designer Pamela Protzel Scott and Moise Emquies, the innovator behind the iconic casual wear line Splendid, Ella Moss is found in better department and specialty stores nationwide.

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 140 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!, Good Skin™, Grassroots Research Labs, Sean John, Missoni, Daisy Fuentes, Tom Ford, Mustang, Coach, Ojon and Eyes by Design.

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The Breast Cancer Research Foundation® The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit 501(c) (3) organization dedicated to funding innovative clinical and translational research. The Foundation supports scientists at top universities and academic medical centers worldwide conducting the most advanced and promising breast cancer research that will lead to prevention and a cure in our lifetime. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. In October 2008, \$34.5 million was awarded to 166 scientists across the United States and in Australia, Canada, Latin America, the Middle East, and throughout Europe. And for the eighth consecutive year, BCRF received Charity Navigator's highest rating, four stars, thus outperforming over 99% of the evaluated charities, while the American Institute of Philanthropy has awarded BCRF its highest possible rating of A+. BCRF is the only breast cancer organization in the U.S. to receive these accolades. For more information, visit www.bcrfcure.org or call 1.866.FIND.A.CURE

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