

The 10th Anniversary of The Estée Lauder Companies' BCA Global Landmark Illumination Initiative

"We are on a mission to create a world without breast cancer. Every year, younger and younger women are being diagnosed with breast cancer. We need to reach these women and all women with the message that if a breast cancer is detected early, it is 98% curable". – Evelyn H. Lauder



New York, NY, May 2009 - In 1992, Evelyn Lauder, Senior Corporate Vice President of The Estée Lauder Companies, co-created the Pink Ribbon with Alexandra Penney, then Editor-in-Chief of *SELF* magazine, as a symbol of breast health. That same year, Mrs. Lauder started The Estée Lauder Companies' Breast Cancer Awareness (BCA) Campaign, which is now present in more than 70 countries, has distributed more than 85 million Pink Ribbons and informational brochures around the world, and has raised millions of dollars to find a cure. This effort represents the most significant and influential campaign ever instituted to educate women about the need for early detection and treatment of breast cancer, placing breast cancer awareness at the public forefront.

In 2000, Mrs. Lauder's awareness efforts expanded and she began The Estée Lauder Companies' Global Landmarks Illumination Initiative to spread the life saving message in a new and dramatic way. Now celebrating the 10th Anniversary of the initiative, The BCA Campaign has illuminated hundreds of famous buildings, monuments and landmarks in glowing pink lights around the world. Because breast cancer is being detected earlier, treatment is starting sooner and the rate of survival is steadily increasing. Women around the world are realizing that *knowledge is power*, and the fear that once surrounded breast cancer is diminishing.

Ablaze in pink lights, these world-famous monuments have become international symbols of hope, and they continue to empower and enlighten millions of women everywhere. In 2008 alone, over 200 landmarks were illuminated worldwide.

"When I began The Estée Lauder Companies' Breast Cancer Awareness Campaign, women were suffering and dying of this disease in fear and in silence. Once I realized this, I knew that I had to do something and I set out to inspire women all around the world to seek information about breast health and to visit their doctor once a year for their mammogram if over the age of 40. If I could help save one woman by arming her with information and knowledge, then our mission would be accomplished. This October, we will celebrate our seventeenth year in the fight against breast cancer and we are getting ever closer to our goal." Evelyn H. Lauder

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Partial Listing of Illuminated Landmarks:

The Concert Hall, Amsterdam	Taj Palace Palace & Tower Hotel, India
Sydney Opera House, Australia	Chords Bridge, Israel
Belvedere Castle, Austria	Leaning Tower of Pisa, Italy
Niagara Falls, Canada	Marino Palace, Italy
Las Condes City Hall, Chile	The Arena, Italy
Millennium Monument, China	Tokyo Tower, Japan
Nan Pu Bridge, China	Kuala Lumpur Tower, Malaysia
The Legation Quarter, China	SKY Tower, New Zealand
Presidential Palace, Dominican Republic	Taipei 101 Tower, Taiwan
Paris City Hall, France	Maiden Tower, Turkey
Brandenburger Tor, Germany	Tower of London, UK
Museum of Cycladic Art, Greece	Los Angeles International Airport, USA
Chain Bridge, Hungary	The Empire State Building, USA

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.

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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