

Introduction

THE ESTÉE LAUDER COMPANIES'
BREAST CANCER AWARENESS CAMPAIGN



A message from Evelyn H. Lauder

Since 1992 when I began The Estée Lauder Companies' Breast Cancer Awareness Campaign and co-created the Pink Ribbon with *SELF* magazine as a symbol of breast health, The BCA Campaign has grown beyond what we could have ever imagined. As of October 2009, we have distributed over 85 million Pink Ribbons and millions of informational brochures and raised millions of dollars for The Breast Cancer Research Foundation (BCRF). I'm incredibly excited to share with you that in 2008, The ELC BCA Campaign, including 15 of our top beauty brands, and our retail partners raised more than \$5 million for BCRF, bringing the total funds raised to over \$35 million since its inception.

Because breast cancer is being detected earlier, treatment is starting earlier and the rate of survival is steadily increasing. Women around the world are realizing that *knowledge is power* and therefore, the fear that once surrounded breast cancer is diminishing. Today we are making more progress than ever and reaching more people each year with the message that if a breast cancer is detected early, it's 98% curable. While the American Cancer Society estimates that in 2007 more than 1.3 million people worldwide were diagnosed with breast cancer, the good news is that mortality rates continue to fall, and we believe this is due in part to early detection and greater awareness of the importance of breast health.

Our BCA Campaign has had a wonderful and meaningful impact around the world. We have held thousands of successful retail and employee events, as well as illuminated hundreds of landmarks in pink lights through our Global Landmark Illumination Initiative, now celebrating its 10th Anniversary. This year, our World Pink Ribbon Ambassadors, along with politicians and VIP's including Estée Lauder and BCA Campaign Spokesmodel Elizabeth Hurley will help to illuminate over 200 famous landmarks around the world. Elizabeth has been a tremendous advocate for our efforts over the years, and I am extremely grateful for her continued presence and support. Our World Pink Ribbon Ambassador initiative, which launched in 2008, has grown to comprise over 40 celebrities and politicians designated to raise awareness in their countries and help elevate our Campaign to new heights.

Our 2009 BCA Campaign theme: *World Pink World Without Breast Cancer.™ Wear a Pink Ribbon. Make a Difference.* is both a celebration of the incredible work we have done thus far to raise awareness, while sending the strong and important message that we still have to keep the momentum going toward finding a cure. I know that now more than ever, our BCA Campaign will unite people around the world to eradicate breast cancer once and for all.

As we join together for another successful year, I am looking forward to our increased unity in our mission. Without you and our *World Pink* network of amazing supporters and friends, we would not be where we are today - even closer to making breast cancer a thing of the past.

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AN INTRODUCTION TO THE ESTÉE LAUDER COMPANIES' BREAST CANCER AWARENESS CAMPAIGN: A Brief History

In 1989, Evelyn H. Lauder joined the Board of Memorial Sloan-Kettering Cancer Center in New York City and led a fundraising drive to establish the first-ever comprehensive breast and diagnostic center specifically designed with patients in mind. The Evelyn H. Lauder Breast Center at Memorial Sloan-Kettering Cancer Center filled a void within the health care community and allowed women to take care of all their breast health needs under one roof. But it wasn't just women from local areas seeking help at the Center; it was women, as well as some men, coming from all over the world. Mrs. Lauder realized that more had to be done to raise awareness about breast cancer. She knew that by reaching as many people as possible with the message that early detection saves lives and by supporting innovative clinical and translational research aimed at finding a cure, we could make a difference.

The Pink Ribbon is Born

Realizing that the women of the world needed a voice, Mrs. Lauder initiated The Estée Lauder Companies' annual Breast Cancer Awareness Campaign. In 1992, Evelyn H. Lauder, together with Alexandra Penney, then Editor-in-Chief of *SELF* magazine, co-created the Pink Ribbon that today has become the worldwide symbol of breast health. The Company began publicizing the symbol by distributing Pink Ribbons at The Estée Lauder Companies' cosmetic counters. During the month of October (National Breast Cancer Awareness Month), the Company's employees host golf tournaments, walk-a-thons and bake sales, as well as other special employee-driven fundraising events, to raise funds for The Breast Cancer Research Foundation (BCRF). In addition, 15 of the Company's brands sell Pink Ribbon Products in support of their contributions to BCRF.

The 10th Anniversary of The Global Landmark Illumination Initiative

The brainchild of Evelyn Lauder, The Estée Lauder Companies' Global Landmarks Illumination Initiative's mission is to focus attention on breast health and spread the message that early detection saves lives. Now celebrating its 10th Anniversary, the Company has illuminated hundreds of famous buildings, monuments and landmarks in glowing pink lights around the world. Ablaze in pink light, 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.

Partial Listing of Illuminated Landmarks:

The Concert Hall, Amsterdam	Taj Mahal 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, U.K.
Museum of Cycladic Art, Greece	Los Angeles International Airport, U.S.A
Chain Bridge, Hungary	The Empire State Building, U.S.A

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IMPORTANT BREAST CANCER INFORMATION

Worldwide, breast cancer is the second¹ most prevalent cancer and is the most common cause of cancer-related deaths among women. The good news is that mortality rates are declining. This is believed to be the result of early detection and more effective treatments.

In the United States this year, the American Cancer Society estimates that 192,370 women will be diagnosed with invasive breast cancer and about 40,610 will die. Approximately 1,910 new cases of invasive breast cancer will be diagnosed among men, and approximately 440 will die.² However, breast cancer is being detected earlier, treatment is starting sooner, and the rate of survival is increasing. In fact, the 5-year relative survival rate for localized breast cancer (i.e., only in the breast) has increased from 80% in the 1950s to 98% today. The 5-year survival rate for all stages of breast cancer combined is 89.2%.

UNITED STATES BREAST CANCER STATISTICS

- In her lifetime, 1 out of 8 women will develop breast cancer.
- One out of 210 breast cancer cases occur in women under the age of 40.
- There will be approximately 67,770 new cases of DCIS (ductal carcinoma in situ, Stage 0), the non-invasive, earliest form of breast cancer.
- Incidence rates for female breast cancer dropped slightly from 2001 through 2004. This drop is possibly related to declining use of hormone replacement therapy as well as the recently reported decline in use of screening mammography.
- Breast Cancer is the second leading cause of cancer death in women, after lung cancer.
- Approximately 5% to 10% of breast cancers can be attributed to genetic predisposition; 20% to 30% of women with breast cancer have a family member with the disease.
- Breast cancer is the most common cause of cancer in women (excluding skin cancer). Worldwide, more than a million cases of breast cancer will be detected each year, according to the International Agency for Research on Cancer in Lyon, France.
- Overall breast cancer incidence rates are lower in African-American women than in white women. However, African American women are more likely to die from breast cancer.
- Asian, Hispanic and American Indian women have a significantly lower risk of breast cancer incidence and mortality.

Primary Source: American Cancer Society

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¹ http://www.who.int/nutrition/topics/5_population_nutrient/en/index15.html

² American Cancer Society. <http://www.cancer.org/downloads/STT/CAFF2007PWSecured.pdf>

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