

The Estée Lauder Companies'
2009 Breast Cancer Awareness Campaign
Kicks Off its *World Pink. World Without Breast Cancer.™*
Wear a Pink Ribbon. Make a Difference. Campaign,
Uniting 15 Top Beauty Brands and more than
40 World Pink Ribbon Ambassadors Around the World



THE GLOBAL LANDMARK ILLUMINATION INITIATIVE CELEBRATES 10TH ANNIVERSARY

New York, NY, May 2009 - Breast cancer knows no barriers and does not discriminate. It does not care about the color of your skin, the country you live in or whether you are young or old. In 2009, over 70 countries will participate in The Estée Lauder Companies' Breast Cancer Awareness Campaign and unite under one common theme: *World Pink. World Without Breast Cancer.™ Wear a Pink Ribbon. Make a Difference.*

Since 1992, when Evelyn H. Lauder, Senior Corporate Vice President of The Estée Lauder Companies, co-created the Pink Ribbon with *SELF* magazine as a symbol of breast health and launched The Estée Lauder Companies' Breast Cancer Awareness Campaign, a bridge has been built across cultures and languages that has had a lasting impact on the world. Millions have been inspired by Mrs. Lauder's vision of a world without breast cancer and The Estée Lauder Companies has raised millions of dollars for The Breast Cancer Research Foundation, a not-for-profit organization dedicated to funding innovative, clinical and translational research and finding a cure in our lifetime.

The Pink Ribbon, which has become the unifying symbol of breast health since its creation, sends a strong message of hope. It needs no translation and transcends all languages and boundaries. Around the world, people of every age and race recognize the significance of the ubiquitous Pink Ribbon. By the end of 2009, The BCA Campaign will have distributed over 85 million Pink Ribbons and millions of informational brochures around the world to send the strong awareness message of the importance of breast health and early detection.

Evelyn Lauder states, "When I launched The Estée Lauder Companies' Breast Cancer Awareness Campaign, breast cancer was a disease that was spoken about in whispers. Now, it is not only talked and written about, but survivors, politicians and celebrities have joined us in unison with our mission of creating a world without breast cancer. We are all making a real difference. Women and men need to know that if a breast cancer is found early, it's 98% curable. That is why now, more than ever, we need to make our voices heard around the world."

Elizabeth Hurley, Estée Lauder and BCA Campaign Spokesmodel, is a passionate and unyielding ambassador who travels the world with Evelyn Lauder to illuminate historic landmarks in pink lights and spread the message of the importance of early detection.

"There is a lot of misinformation out there about breast cancer. It is so important that people check their breasts regularly. We should tell every woman we know – whether our mother, grandmother, sister, daughter or girlfriend – that it is very important to see their doctors regularly and get mammograms every year if they are over the age of 40. Don't leave it for an extra year," states Elizabeth Hurley.

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The 2009 *World Pink. World Without Breast Cancer.™ Wear a Pink Ribbon. Make a Difference.*

Campaign was created by Marisa Acocella Marchetto, cartoonist and author of the graphic memoir *CANCER VIXEN*, which tells the story of how she battled and triumphed over breast cancer. Marisa states, "When I found out I had cancer, I became aware of how prevalent breast cancer really is. Awareness is the first step to reducing the scope of the disease. When early detection is combined with research, lives can be saved and a cure can be achieved."

Fifteen of The Estée Lauder Companies' highly sought-after brands will sell Pink Ribbon Products to raise money for The Breast Cancer Research Foundation to find a cure in our lifetime. These brands include: Aveda, Bobbi Brown, Bumble & bumble., Clinique, Darphin, DKNY, Donna Karan, Estée Lauder, Jo Malone, La Mer, Lab Series Skincare for Men, Ojon®, Origins, Prescriptives, and Sean John Fragrances. These brands, along with several other Estée Lauder Companies' brands, will display counter information, and distribute Pink Ribbons and informational brochures regarding the importance of breast health.

In October 2009, the Global Landmark Illumination Initiative will celebrate its 10th Anniversary. More than 200 famous landmarks will be lit in glowing pink lights to spread the message of hope and awareness. Some of the most recognizable landmarks illuminated over the last 10 years include: Arena in Italy, Congreso de la Nación in Argentina, Belvedere Castle in Austria, Brandenburger Tor in Germany, Chain Bridge in Hungary, Chords Bridge in Israel, the Concert Hall in Amsterdam, the Empire State Building in New York City, the Leaning Tower of Pisa in Italy, Los Angeles International Airport in the U.S., Niagara Falls in Canada, Millennium Monument in China, Sydney Opera House in Australia, the Taj Mahal Palace and Tower Hotel in Mumbai, India, Taipei 101 in Taiwan, Tokyo Tower in Japan and the Tower of London in the United Kingdom.

The BCA Campaign's World Pink Ribbon Ambassador (WPRA) initiative continues to expand around the world whereby countries across the globe engage prominent celebrities, politicians or other influential citizens to represent The BCA Campaign in their country. In 2009, over 40 WPRA's will represent The BCA Campaign. These Ambassadors are fierce advocates for the awareness cause and further unite The Estée Lauder Companies' BCA Campaign around the world to save lives.

"Join us. You can make a difference in your life and in the lives of others."

Excerpt from Elizabeth Hurley's Public Service Announcement

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.

Contact: Jennifer Mann, Global Communications THE ESTÉE LAUDER COMPANIES INC. 767 Fifth Avenue, New York, NY 10153 Tel: 212 -572 -4402 • Fax: 212 -893 -7782, jemann@estee.com
