

## THE ESTÉE LAUDER COMPANIES' BREAST CANCER AWARENESS CAMPAIGN ANNOUNCES GLOBAL LANDMARK ILLUMINATIONS PARTNERSHIP WITH PHILIPS FOR OCTOBER 2011

### NUMEROUS LANDMARKS THROUGHOUT COUNTRIES ACROSS THE GLOBE WILL BE LIT IN BRIGHT PINK LIGHTS FOR BREAST CANCER AWARENESS MONTH

<<Insert Date>> – The Estée Lauder Companies' Breast Cancer Awareness (BCA) Campaign today announced the establishment of a worldwide partnership with Philips. The BCA Campaign and Philips will be working together on the Global Landmark Illuminations Initiative, which last year, set a new Guinness World Record for "Most Landmarks Illuminated for a Cause in 24 Hours." Through this partnership, numerous global landmarks will be illuminated worldwide in bright pink using LED lights in October 2011, to raise awareness about the importance of breast health and early detection in an environmentally friendly way.

Mrs. Evelyn H. Lauder, Senior Corporate Vice President of The Estée Lauder Companies, stated "We are thrilled to be partnering with Philips on The BCA Campaign's Global Landmark Illuminations Initiative, shining bright pink lights in new towns and cities around the world through Philips' cost-effective, environmentally friendly LED technology. In 2000, we started with a handful of landmarks illuminated in pink lights to serve as symbols of hope, empowerment and unity. In October 2011, our effort will expand to include more than 200 global landmarks that raise awareness about the importance of breast health and early detection."

Rudy Provoost, Chief Executive Officer of Philips Lighting, said "As a health and well-being company, we seek to enhance people's lives with light, as exemplified by this Global Landmark Illuminations Initiative. We are delighted to be partnering with The Estée Lauder Companies to enable cities to illuminate their landmarks as beacons of awareness for breast health, using Philips' environmentally friendly and state-of-the-art LED lighting solutions."

William Lauder, Executive Chairman of The Estée Lauder Companies, stated "We are very pleased that our Breast Cancer Awareness Campaign is entering into this partnership with Philips. The Estée Lauder Companies and Philips share many of the same values, including reducing our impact on the environment and using innovation to drive our sustainability and philanthropic initiatives. This partnership will enable our breast health awareness message to reach many more millions of women and men worldwide, and the use of LED lighting solutions underscores our commitment to sustainability and corporate responsibility in local markets."

The 2011 BCA Campaign's Global Landmark Illuminations Initiative marks a dozen years of casting a bright light on a disease that, if localized and detected early, is 98% curable. Including the landmarks that will be lit by Philips' innovative LED technology as a result of this partnership, approximately 200 famous buildings, monuments and other landmarks around the world will shine a pink light as symbols of hope and empowerment, reminding millions of women and men everywhere of the benefits of early detection in preventing and curing breast cancer.

In 1992, Mrs. Evelyn H. Lauder, in partnership with *SELF* Magazine, co-created the Pink Ribbon as a breast health awareness symbol and fundraising tool. By October 2011, The Estée Lauder Companies and its many brands will have distributed close to 115 million Pink Ribbons and millions of informational brochures worldwide, and will have raised millions of dollars for research.

By October 2011, a complete list of worldwide landmarks that will be lit through this new Philips partnership will be announced.



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A partial list of landmarks illuminated by The Breast Cancer Awareness Campaign's Global Landmark Illuminations Initiative since 2000 include:

- Angel de la Independencia, Mexico
- Belvedere Castle, Austria
- Brandenburger Tor, Germany
- Burj Al Arab, Dubai
- Chain Bridge, Hungary
- Cheonggye Square and Creek, Korea
- Cristo Redentor, Brazil
- Congreso de la Nación, Argentina
- Empire State Building, USA
- Federation Square, Australia
- Gostiny Dvor, Russia
- Grossmünster Cathedral, Switzerland
- Hotel D'Angleterre, Copenhagen
- ION, Singapore
- John F. Kennedy International Airport's Air Traffic Control Tower, USA
- Kensington Palace, UK
- Kuala Lumpur Tower, Malaysia
- Las Condes City Hall, Chile
- Leaning Tower of Pisa, Italy
- Legation Quarter, China
- Los Angeles International Airport, USA
- Maiden Tower, Turkey
- Marino Palace, Italy
- Nan Pu Bridge, China
- Niagara Falls, Canada
- Old City of Jaffa, Israel
- Paris City Hall, France
- Parliament House, Canada
- The Peninsula Hotel, Hong Kong
- Presidential Palace, Dominican Republic
- Rockefeller Center, USA
- Seoul City Hall, Korea
- Sky Tower, New Zealand
- Sydney Opera House, Australia
- Syrenka (Mermaid) Monument, Poland
- Taipei 101 Tower, Taiwan
- Taj Mahal Palace & Tower Hotel, India
- Tower of David, Israel
- Tower of London, UK
- Tokyo Tower, Japan
- Water Cube, China
- Westerkerk "West Church", The Netherlands
- Zappeion, Greece



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#### ABOUT THE ESTÉE LAUDER COMPANIES

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.

#### ABOUT ROYAL PHILIPS ELECTRONICS

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips employs about 117,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.3 billion in 2010, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure, with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

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