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FISHER EXPERIENCE

Puts on Their Blue Jeans to Fight Breast Cancer

Employees participate in Lee National Denim Day, going casual for a \$10 donation and a great cause

BRAINTREE, MA - On Friday, October 2, FISHER EXPERIENCE will be coming together for a very special "casual Friday." As Lee National Denim Day moves into its fourteenth year, Fisher Experience is gearing up to participate in this grassroots program which has raised more than \$75 million for breast cancer research by simply asking the nation to put on their jeans for a \$5 donation to the Women's Cancer Programs of the Entertainment Industry Foundation (EIF). ***Participating Fisher employees are going a step further, giving \$10 each to the program. Clients are asked to consider a \$5 donation to support the event.***

Funds raised from participation in Denim Day will support:

- Groundbreaking research at Lee Translational Laboratories nationwide to find less toxic, more effective treatments.
- Development of an early detection blood test in collaboration with the Breast Cancer Biomarker Discovery Project.
- Grassroots advocacy work of the National Breast Cancer Coalition to help educate those faced with breast cancer.

In 2009, the program will also benefit the personal foundation of the 2009 Lead Ambassador Christina Applegate's the Right Action for Women Foundation. With this new layer, Fisher Experience's donations will be working even harder to fight the disease.

"We're always looking for interesting ways for our employees to get involved in fundraising activities," said Beth Fisher, co-owner of the popular Braintree salon and day spa. "Lee National Denim Day is easy and fun to do. Everyone gets to wear jeans to work in exchange for a \$10 donation and the money helps fight breast cancer, a cause that is very important to many of our employees."



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"Each year, we are thrilled to see how many great organizations like Fisher Experience come together across the country and donate to make this grassroots program a continued success," said Liz Cahill, Vice President of Marketing Communications for Lee Jeans. "This year is really special because we're able to give a portion of funds raised back to Christina Applegate's Right Action for Women Foundation, continuing the collaborative spirit this program has embraced for 13 years, and we believe now more than ever, people need to believe in the power of giving back."

To learn more about the exciting projects funded by Denim Day, visit www.Denimday.com.

About Fisher Experience:

Fisher Experience is a full-service salon and spa dedicated to the highest standards of client service. With over 40 employees, they offer a variety of services ranging in price from \$27 to \$150 for salon services and from \$12 to \$250 for spa treatments and packages. Located at 924 Washington Street in Braintree, Fisher Experience is open from 9 a.m. - 9 p.m. on Tuesday, 12 p.m. - 9 p.m. on Wednesday, 10 a.m. - 9 p.m. on Thursday, 9 a.m. - 7 p.m. on Friday and 8 a.m. - 5 p.m. on Saturday. Appointments are required and should be scheduled at least 2 weeks in advance. Gift certificates in any denomination are available and all major credit cards are accepted. The phone number is 781-849-1770 and the Web site is www.fisherexperience.com.

About Lee Jeans:

Lee Jeans is a division of VF Corporation. (NYSE: VFC). Headquartered in Merriam, Kan., Lee manufactures and markets brand denim, casual pants, shirts, fleece and knit apparel. A brand committed to the community, Lee Jeans founded Lee National Denim Day, one of the largest single-day fundraisers for breast cancer. For more information about Lee, visit www.lee.com.

The Entertainment Industry Foundation (EIF), as a leading charitable organization for the entertainment industry, has distributed hundreds of millions of dollars to support charitable initiatives addressing critical health, education and social issues. Through its Women's Cancer Programs, EIF is funding some of the most promising breast cancer research, including Lee Laboratories nationwide focused on developing less toxic, more effective treatments and the Biomarker Discovery Project, a blood test for earlier detection of breast cancer.

For questions about EIF's Women's Cancer Programs and information about breast cancer, visit eifoundation.org or call 800-426-0010.

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