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KOMEN LAUNCHES FASHION ACCESSORY TO UNVEIL NEW BRAND
Promise Ring New Fashion and Cultural Icon in Breast Cancer

Atlanta, Georgia, January 22, 2007 – In addition to introducing a new look and a new name, Susan G. Komen for the Cure is launching the next hottest fashion accessory – the Promise Ring. Taking the next step in breast cancer merchandise, and offering a different look from the pink ribbon pin, Promise Rings are a unique and trendy way for activists to outwardly support the cause. Unveiled during Promise Week, Komen Promise Rings represent the promise millions have made to save lives and end breast cancer forever.

With one to wear and one to share, the two-toned pink Promise Rings are packaged as a set of two, allowing every person who has been affected by breast cancer to engage others in the promise of a cure. Susan G. Komen for the Cure Greater Atlanta Affiliate will receive all of the net proceeds from Promise Ring sales in the Greater Atlanta area. Promise Rings are \$5 a set, and include educational information for early detection of breast cancer. Available online at www.komenatlanta.org, the Promise Ring enables Komen Atlanta to continue to fund community outreach programs and innovative research.

About Susan G. Komen for the Cure Greater Atlanta Affiliate

Susan G. Komen for the Cure Greater Atlanta Affiliate, formerly Susan G. Komen Breast Cancer Foundation Greater Atlanta Affiliate, serves as a local resource for those seeking opportunities for education, screening, treatment and support. Through annual events, including the Race for the Cure®, Komen Atlanta raises funds to support breast cancer outreach projects and programs. Seventy-five percent of all funds raised by the Affiliate remains in the local community to fund breast cancer outreach projects and programs for the medically underserved, and twenty-five percent of funds raised supports the Komen Foundation Award and Research Grant Program.

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About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-800 I'M AWARE.

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