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PRESS RELEASE
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Reach Out and Read Gains the Support of The Estée Lauder Companies' Employees to Promote Early Literacy *Nationwide Book Drive to Run From Mother's Day to Father's Day*

(New York, NY) May 18, 2010 -The Estée Lauder Companies (ELC) employees across the U.S. and worldwide are helping children prepare for school success by supporting the national early literacy organization Reach Out and Read to provide books for kids in need and spread the word about the importance of reading aloud to young children.

Reach Out and Read was founded over 20 years ago by pediatricians at Boston City Hospital (now Boston Medical Center) who recognized that far too few parents were reading aloud to their children. Through ROR Programs, children through 5 years of age receive a brand-new book at every regular pediatric checkup, and parents get age-appropriate advice about reading to their children. The program especially targets children from low-income families who may be less likely to have books in their homes.

This is the third year in which ELC employees will collect books for Reach Out and Read Programs. ELC is the first corporate supporter of Reach Out and Read to conduct an online internal book drive among employees. Over the past three years, the Company has supported Reach Out and Read's efforts to collect thousands of books for distribution to Reach Out and Read Programs across the United States.

"We're really pleased to know that we are putting books into the hands of hundreds of children and their families. It is a truly wonderful feeling. Employees of The Estée Lauder Companies are very aware of the importance of reading with children from an early age, and want to do their part to help." said Megan Lukas, Director of Community Outreach for The Estée Lauder Companies.

Dr. Jessica Sessions, Associate Medical Director and Director of Pediatrics for the William F. Ryan Community Health Center in Manhattan, hailed the support of The Estée Lauder Companies, saying, "Children will benefit from the books they receive and have a greater chance of showing significant developmental gains in language and literacy."

Susan Kaufman, Editor of People StyleWatch Magazine and ROR of Greater New York Board Member, explained that, "what sets Reach Out and Read apart from other literacy programs is that it's not just a book giveaway program. ROR's tens of thousands of doctors and nurses have found that when they take the time to explain the importance of reading aloud, parents are far more likely to sit down with their kids and read together daily." Today, there are ROR Programs in more than 4,500 hospitals, community health centers, and clinics nationwide.

About Reach Out and Read

Reach Out and Read is an evidence-based, national nonprofit organization that prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together. Reach Out and Read currently serves one-third of the most impoverished children in the U.S. The Reach Out and Read model is endorsed by the American Academy of Pediatrics, and the program has one of the strongest records of research support of any primary care intervention. This year, Reach Out and Read's 26,500 volunteer doctors and nurse practitioners will provide 6.2 million new books to 3.9 million children at 4,535 healthcare locations in all 50 states. For further information, please visit Reach Out and Read's website at www.reachoutandread.org.

Reach Out and Read of Greater New York is affiliated with the national ROR program, and serves children and families in the five boroughs of New York City, Long Island, and seven counties north of the City: Westchester, Rockland, Putnam, Orange, Dutchess, Ulster, and Sullivan. First incorporated in 1999, the organization celebrates its 11th anniversary this year. Across the Greater New York region, 181 ROR Program Sites serve over 265,000 infants, toddlers and preschoolers each year and distribute close to 425,000 books. For more information about ROR of Greater New York visit: www.reachoutandreadnyc.org.

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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