

LOS ANGELES GOES “PINK” THIS MONTH WITH LAUNCH OF THE PINKITUDE PINK RIBBON SAVINGS CARD

L.A. Susan G. Komen for the Cure Affiliate Furthers the PiNKiTUDE Campaign with Melrose Place District of Retailers

LOS ANGELES, CA October 17, 2008 -- The Los Angeles County Affiliate of Susan G. Komen for the Cure® is partnering with the Melrose Place District of Retailers to launch the PiNKiTUDE Pink Ribbon Card campaign. The multi-faceted new program offers consumers special discounts at several high-end retail stores and restaurants while raising breast cancer awareness and creating additional donation revenue for Susan G. Komen for the Cure.

The PiNKiTUDE Pink Ribbon Card campaign runs now through October 23, 2008 and offers cardholders 15% off all regularly priced apparel and 10% off all regularly priced accessories at Diane Von Furstenberg, Diesel, Lambertson Truex, Marc Jacobs, MAX&Co., Mulberry, Sergio Rossi, Theory and Vince. stores at the Melrose Place District in Los Angeles.

The program also features dining specials at Melrose Place restaurants. For any donation of \$500 or more, a party of five will receive a “Dine-and-Shop” package, featuring a prix-fixe lunch at Comme Ça restaurant with 5 complimentary Pinkitude Pink Ribbon cards. Cardholders also receive a complimentary glass of rosé for dining at Comme Ça and Dolce Enoteca e Ristorante customers receive complimentary dessert.

The PiNKiTUDE Pink Ribbon Card costs \$50 and can be purchased by visiting www.komenlacounty.org or at Vince, Max&Co., or Lambertson Truex boutiques in the Melrose Place District. Five percent (5%) of purchases made from participating Pink Ribbon Card stores will go to the Los Angeles County Affiliate of Susan G. Komen for the Cure®. 75% of proceeds stay in the Los Angeles area, helping women in Los Angeles County who have symptoms of breast cancer but cannot afford diagnostic work or treatment. For the “Dine-and-Shop” package, 65% of the proceeds go directly to Los Angeles County Affiliate of Susan G. Komen for the Cure®.

This promotion is separate from the PiNKiTUDE campaign sponsored by Metro-Goldwyn-Mayer Studios Inc. (MGM). For more information about MGM’s promotion, please visit www.pinkitude.com.

About Susan G. Komen for the Cure® Los Angeles County Affiliate

Komen Los Angeles County’s goal is to raise \$1.75 million this year, to help serve the need of every single woman in LA County who has breast cancer symptoms by providing access to screening and diagnostic services. Many events including the 13th Annual Race for the Cure® to be held on March 15, 2009, at the Rose Bowl will help us achieve this goal. For more information visit www.komenlacounty.org.

About PiNKiTUDE

MGM Consumer Products has spearheaded a separate multilevel branding initiative, PiNKiTUDE, encompassing a wide range of products, merchandise and events, with a percentage of the sales earmarked for the global breast cancer organization Susan G. Komen for the Cure®. MGM has licensed the PiNKiTUDE name to The Los Angeles County Affiliate of Susan G. Komen for the Cure® for the promotion described in this press release. The fully integrated PiNKiTUDE effort emanates from a modern fashion line targeting teen and young adult women, inspired by MGM's iconic Pink Panther. Also included in the initiative are special community-building social events in Los Angeles, New York and other locations, and unique cross-promotion and advertising campaigns with online and on-air media entertainment sites, including the MGM HD and VOD channels. Targeting young women and teens, a demographic currently overlooked by the breast cancer movement, the PiNKiTUDE brand initiative is devised to raise awareness as to the importance of breast self-examination, early detection and treatment of breast cancer while also stressing the importance of a healthy lifestyle.

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