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ELLE

press release

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The 13th of January

FASHION HAS ITS HEART IN THE RIGHT PLACE !

In a publishing "first", more than 30 editions of ELLE magazine team up with Bono, Gisele Bündchen and Scarlett Johansson in the fight against AIDS in Africa. In just over 2 years, (RED), together with major partner brands, has raised over 120 million USD to help eliminate AIDS in Africa.

___ To support this project, the ELLE network will simultaneously publish a feature on (RED) in more than thirty editions (most of them on the magazine cover), and for six consecutive weeks will become a spectacular editorial showcase in the service of a great humanitarian cause. An original project carried by exceptional ambassadors : Gisele Bündchen and Scarlett Johansson.

___ Such an editorial event shows the strong commitment of ELLE magazine. By launching this large-scale initiative, ELLE is backing (RED), a brand created in the UK in 2006 by Bono, lead singer of U2 and Bobby Shriver, an American philanthropist, to help HIV-positive women and children in Africa. Money is raised thanks to the involvement of partner brands who design and sell specific (RED) branded products and contribute up to 50 % of the proceeds to the Global Fund*.

___ The great number of countries involved and the simultaneous publication of the same feature article across the ELLE network make this a global "first" in publishing. From mid-January to the end of February, ELLE will speak with one voice to more than 20 million readers through some thirty international editions and to over 11 million Internauts !

___ The issue will appear on 17 January 2009 in ELLE France and in the February issues of 30 other international editions on sale in mid-January (except for the USA, UK, Japan and Quebec editions which will be dated March 2009 and go on sale end of January/early February).

...A story about fashion and kindheartedness

*Global Fund to Fight AIDS, Tuberculosis and Malaria

THE PLANET "ELLE" TURNS (RED)

The story of (RED) across the globe ...



THE "ELLE" NETWORK ACROSS THE WORLD

▶ ELLE in France

2.4 million readers per week (AEPM 2007-2008)
Circulation of 362,278 copies (OJD Oct. 2007- 2008)

The ELLE Foundation, the first corporate foundation to be established under the aegis of a major women's magazine

This Foundation is an extension of the seminal concept that underpins the magazine : « To support the evolution, emancipation and the role of women in society ». This is proof positive that the goal which ELLE set for itself 60 years ago is being realized : « To truly personify the women that are in the vanguard in a constantly changing world ».

▶ ELLE Throughout the World

42 ELLE editions

23 million readers

6 million copies sold per month

24 editions of ELLE Décoration

5 editions of ELLE à Table

3 editions of ELLE Girl

A series of thematic supplements and spin-offs

The premier brand for product tie-ins from a major women's magazine with 130 licensees worldwide and products sold in 80 countries

▶ ELLE on the Web

ELLE has a total of 27 websites throughout the world

11 million Unique Visitors, including 2.4 million Unique Visitors in France (Nielsen Panel Netratings Oct.08)

ABOUT (RED)

(RED) is a brand designed to engage business and consumer power to help eliminate AIDS in Africa, with a focus on the health of women and children.

(RED) works with major brands to produce (RED) branded collections and directs a significant portion of their gross profits to the Global Fund, which is the dominant financier of Programs to fight AIDS, tuberculosis and malaria.

The following brands participate as partners in the (RED) project :

American Express (UK), Gap, Motorola, Emporio Armani, Apple, Converse, Hallmark (US & Canada), Dell, Microsoft and Starbucks.

THE "ELLE" NETWORK TEAMS UP WITH (RED)...

VALERIE TORANIAN **ELLE FRANCE**

"Bringing together talented and renowned fashion designers, a major international women's magazine brimming with ideas and iconic personalities such as Gisele Bündchen and Scarlett Johansson is a great idea, especially when this is for a worthwhile cause: the fight against AIDS. ELLE has always given top billing to inspirational stories that move women and appeal to our sense of generosity and community support. This also sends out a wonderful message of hope which communicates our desire to play an active role as socially conscious women in a society that is evolving and changing, but does not leave the neediest of its citizens behind. To buy (Red) products from major brands is to do a good deed while pampering oneself. Fashion has its heart in the right place and so have women. ELLE is very proud to showcase the (Red) project and to make it visible around the world".

LIE JIE **ELLE CHINA**

"The spreading of AIDS is turning into a global crisis. This has prompted ELLE CHINA to join the (RED) project in order to voice our concerns about the need to fight AIDS and provide more help to AIDS victims by capitalising on the power of the ELLE magazine network around the world".

DANDA SANTINI **ELLE ITALY**

"We are thrilled by what a strong network of magazines can do to simultaneously raise the awareness of millions of readers worldwide about such an important project. Only ELLE can achieve that and we are proud to be part of it all with (RED)".

SUSANA MARTINEZ VIDAL **ELLE SPAIN**

"We wanted to participate in the (RED) project, which is quite unknown in Spain, and we were keen on the idea of being able to disseminate it widely in order to raise people's awareness and get them on board. We have also enjoyed working together with several international ELLE editions, knowing that we are all on message. This is once again another major step for ELLE. But (RED) is also a very interesting project that fits in perfectly with the way we live: we are consumers but also want to lend a helping hand. The message is spot on. Moreover, with Obama about to become President of the United States the world is living a very special moment. Africa is nowadays very popular and more than ever in the limelight".

ROBERTA MYERS **ELLE USA**

"We have supported (RED) since its inception and feel now that the world is going bust, we need to work even harder for those who have nothing. As Bono says, when you buy (RED), you're buying great things you want to buy anyway. And we do need to get all of our economies moving again; so if you're going shopping, do good at the same time, and buy (RED)".

JACKIE BURGER **ELLE SOUTH AFRICA**

"Being at the epicentre of this global crisis, ELLE South Africa continues to report and create awareness about this important issue. So, we were grateful and excited to be part of this international campaign. It is a testimony to the power of the collective – that change and awareness is possible through conscious consumerism".

LORRAINE CANDY **ELLE UK**

"We are delighted that British ELLE is part of this unique and groundbreaking collaboration to help those less fortunate than ourselves".

AKIKO MORI **ELLE JAPAN**

"We are pleased to participate in this project as a member of the ELLE Group. We are sorry to see so many destitute people in Africa which, after all, is where mankind originated from. We feel this global project is of special importance for the world".

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