

**THE G&P FOUNDATION ANNOUNCES 1.8 MILLION IN GRANTS**  
**AT DENIM AND DIAMONDS BENEFIT**

NEW YORK— The G&P Foundation for Cancer Research will announce recipients of \$1.8 million in medical research grants at their "Denim & Diamonds" benefit Thursday, November 8<sup>th</sup> at Planet Hollywood. A special check will also be presented to the NY Police & Fire Widow's and Children's Benefit Fund. This donation was made possible by the generosity of "Denim & Diamonds" guests and sponsors.

Says G&P Foundation co-founder Denise Rich, "In these difficult times, it is still so important for all of us to open our hearts as cancer stops for no one. I'm so proud to announce that \$1.8 million dollars in G&P Medical Research Awards has been awarded to junior investigators at eight of the world's most renowned comprehensive cancer centers."

"Denim & Diamonds," sponsored by VIVID Collection, Novartis and Planet Hollywood, will include a live auction featuring a VIVID fancy intense yellow diamond (1.58 kts) necklace. Sister Sledge, reunited after a 10-year hiatus, will perform their hit "*We Are Family*" at the star-studded benefit, and NYPD's own "Singing Cop" Danny Rodriguez will duet with Grammy winner Jennifer Holliday on "*America the Beautiful*." The evening's entertainment will begin with a presentation of our nation's colors by the New York City Police Department Ceremonial Unit.

Recipients of the 2001 G&P Medical Research Awards will each receive \$225,000 over three years. They are: Hilda B. Ye, Ph.D. at Albert Einstein College of Medicine, Yeshiva University; Nigel Killeen, Ph.D. at The University Of California, San Francisco; William S. Blaner Ph.D. at Columbia University Department of Medicine; David Frank, M.D., Ph.D. at Dana-Farber Cancer Institute; George Georges, M.D. At Fred Hutchinson Cancer Research Center; Wei Chen, M.D., Ph.D. At The University Of Minnesota, Minneapolis; Yongkui Jing Ph.D. at Mount Sinai School of Medicine, Department of Medicine; Jeffrey J. Molldrem, M.D., University of Texas, M.D. Anderson Cancer Center.

The G&P Foundation was established in 1996 by songwriter Denise Rich and her son-in-law Philip Aouad, in memory of Denise's daughter Gabrielle Rich Aouad, who died at age 27 from AML Leukemia. The G&P Foundation's primary goal is to save lives by funding basic and clinical medical research in both conventional and complementary disciplines, which focus on prevention, treatments and quality of life issues of leukemia, lymphoma and related cancers.

VIVID Collection, founded in 1999 by industry veteran Moty Spector, is one of the world's leading diamond houses, specializing in fancy-colored diamond jewelry as well as the most extraordinary white diamonds. For over 20 years, Spector has created exquisite jewels for discriminating clients around the globe. VIVID Collection has owned the renowned "Rockefeller Dodge" and "Queen of Golconda" diamonds, and owned the very first GIA-certified Fancy Vivid Blue Flawless Diamond in the world. VIVID'S most prized possession was the world's largest Golconda Diamond, which recently sold for over ten million dollars.

Novartis AG is a world leader in healthcare with core businesses in pharmaceuticals, consumer health, generics, eye-care, and animal health. Novartis AG is headquartered in Basel, Switzerland. Novartis Group companies employ about 70,000 people and operate in over 140 countries around the world.

Planet Hollywood International, Inc. is the creator and worldwide developer of a consumer brand that capitalizes on the universal appeal of movies, television, sports, music and other leisure-time activities.

The company's worldwide operations offer products and services in the restaurant, retail, leisure and entertainment sectors

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