



FOR IMMEDIATE RELEASE

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FRETTE SHOPPING EXTRAVANGANZA A SUCCESS – PROCEEDS BENEFIT CANCER RESEARCH

ASPEN – On December 29, 2005 Frette, the esteemed luxury linens brand, hosted a shopping day and reception at their Aspen boutique to benefit The G&P Foundation for Cancer Research. Frette generously donated 20% of the sales on that day to the Foundation's program of funding cancer research, with a focus on leukemia, lymphoma and other blood related cancers. The event was a huge success, raising over \$3,500 for the Foundation. Plans are being made for a similar event in New York early this year. The G&P Foundation wishes to express special thanks to Alison Newman and Linda Guterman of Frette for making this event possible.

The G&P Foundation for Cancer Research was established in 1996 by Denise Rich and her daughters in memory of Denise's daughter, Gabrielle Rich Aouad, who died at age 27 from Acute Myelogenous Leukemia (AML). The Foundation's primary goal is to save lives by funding basic and clinical medical research in both conventional and integrative disciplines, which focus on prevention, treatment and quality of life issues of leukemia, lymphoma and related cancers. Since 1998, with the help of its Medical Advisory Board, chaired by Dr. Stephen D. Nimer of Memorial Sloan-Kettering Cancer Center, The G&P Foundation has funded 22 researchers, totaling over \$4.2 million dollars in Medical Research Awards. The G&P Foundation also has the distinction of being one of the largest non-governmental sources of grant support to blood cancer researchers at the nation's leading institutions.

Denise Rich is an award-winning songwriter who has written numerous hits for top recording artists, including top-ten hit "Candy" for Mandy Moore, Grammy-nominated "Don't Waste Your Time" performed by Aretha Franklin, Mary J. Blige and others, triple-platinum "Love is on the Way" for Celine Dion and chart-topping "I Have Loved You" for Jessica Simpson. Her acclaimed work spans a variety of musical genres and has been featured in several movie soundtracks including *Runaway Bride*, *John Q* and *Chicago*, among others.

Since the beginning of its time, the luxury linens brand **Frette** has been associated and intertwined with quality. Frette has gained the respect and admiration of the Queen of Italy throughout the years for its permanent contracts with the Orient Express and the Titanic and has become an esteemed brand throughout the world well known for its workmanship and finishing touches. A dedication to inspection completed routinely after each phase, as standard production procedure, has lifted Frette to achieve this level of quality. The quality linens may be viewed and purchased at www.frette.com in addition to stores situated worldwide.

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