

CONTACT: REBECCA NETTLETON
SHERSON GROUP

PRESS RELEASE

NINE WEST HANDBAGS FEATURED IN FASHION GALA, TO BENEFIT CHILDHOOD CANCER AWARENESS

OTTAWA, ON, January 14, 2008: Along with the Royal Bank of Canada, The Crown Plaza and The Children's Hospital of Eastern Ontario, Nine West took part in a Fashion Gala to benefit Childhood Cancer Awareness.

The fundraiser was organized to raise awareness of Childhood Cancer and Neuroblastoma Research. The fashion show and silent auction was held in a downtown Ottawa hotel and featured children's and adult clothing by local designers. Nine West in Rideau Center provided all of the handbags.

Over 300 people showed up to the event, which received great press by local TV networks and was featured on the cover of the local newspaper.

This evening was hosted in part by Miss Pre-Teen Ottawa, Taylor Hines and all proceeds from the event will go to benefit the Ottawa Neuroblastoma Research Fund. Taylor's goal is to raise \$50,000 for the fund.