

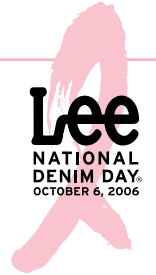


Get the Facts



LEE NATIONAL DENIM DAY®

Lee National Denim Day is the largest single-day fundraiser for breast cancer, a disease that impacts countless lives every year. On October 6, 2006, you can fight back by wearing denim and making a \$5 contribution to the Women's Cancer Programs of EIF.



THE FACTS

Research shows certain factors increase a woman's chance of getting breast cancer, including the following:

- A family history of cancer
- Defects in one of two inherited genes
- Early onset of menstruation or late onset of menopause
- Never experiencing childbirth and use of hormones

BREAST CANCER CAN'T BE IGNORED

- Nearly 2,000 men in the U.S. will be diagnosed with breast cancer this year.
- About 212,920 women and men in the U.S. will be found to have invasive breast cancer in 2006.
- Approximately 40,970 women will die from the disease this year.
- More than 2 million women in the U.S. have been treated for breast cancer.

2006 AMBASSADOR

Pierce Brosnan got involved in Lee National Denim Day because he lost a dear friend to breast cancer. "I'm proud to join Lee Jeans and the Entertainment Industry Foundation in this tremendously important battle to eliminate breast cancer from all our lives. Lee National Denim Day is an easy way for friends and colleagues to unite in support of a groundbreaking scientific project to detect breast cancer in its earliest stage."



For questions about EIF's Women's Cancer Programs, visit eifoundation.org or call 800-426-0010.

YOU CAN FIGHT BACK

When breast cancer is found early, your chance for survival is the greatest.

So keep these things in mind:

- Remember to perform monthly breast self-exams.
- After age 40, go in for annual clinical exams and mammograms.
- If you are under the age 40 with a family history of breast cancer, discuss risk and mammograms with your doctor.
- If any change occurs in your breast, such as redness, pain, swelling or discharge, visit your doctor.
- Help protect yourself with regular exercise and a healthy diet.

HOW YOUR FUNDS POWER THE WOMEN'S CANCER PROGRAMS OF EIF

Your contribution will benefit local breast cancer prevention services, as well as advance groundbreaking breast cancer treatment and early detection research, including EIF's Breast Cancer Biomarker Discovery Project. This project represents an unprecedented collaboration between world-class scientists to develop a blood test that will detect breast cancer early when survival rates are highest. Your funds will also support the new Lee Jeans Laboratories for Translational Breast Cancer Research focused on developing more effective therapies for breast cancer patients, and the National Breast Cancer Coalition to expand its unique educational tools.