

**GEOFFREY BEENE GIVES BACK® ALZHEIMER'S INITIATIVE  
CO-SPONSORS PIONEERING NEW HBO *ALZHEIMER'S PROJECT***

Designer menswear brand's unique retail-driven philanthropy backs HBO's efforts to reveal the hidden truth and reason for hope behind America's next health crisis.

NEW YORK, April 28, 2009 –The Geoffrey Beene Foundation, through its philanthropic Geoffrey Beene Gives Back® Alzheimer's Initiative, is proud to be a marquee co-sponsor of HBO's pioneering multi-channel, multi-platform series, *THE ALZHEIMER'S PROJECT*, premiering on May 10 and running through May 12. This four-part documentary series, created by the award-winning team behind HBO's acclaimed "Addiction" project, takes a close look at groundbreaking discoveries made by the country's leading scientists, as well as the effects of this debilitating and fatal disease on both Alzheimer's patients and their families.

"We were drawn to HBO's *THE ALZHEIMER'S PROJECT* because, like Geoffrey Beene's own life and work, it breaks with tradition in a bold new approach," says Tom Hutton, Trustee of the Geoffrey Beene Foundation, as well as President of Geoffrey Beene, LLC.

Geoffrey Beene Gives Back® represents a unique model for charitable giving in the fashion industry: 100% of net profits from Geoffrey Beene, LLC are donated to philanthropic causes. Today, the Geoffrey Beene Foundation and the Geoffrey Beene Brand have supported over \$145 million in charitable commitments to a variety of medical causes; the lead recipient is the Geoffrey Beene Cancer Research Center at Memorial Sloan-Kettering Cancer Center. Additional charitable support goes to the GoRed For Women campaign, signature CFDA and YMA Fashion Scholarships, Veterans' support, protection of animals, and the welfare of women and children, in partnership with Macy's through the Family Violence Prevention Fund.

“Our goal is to take the idea of ‘fashion forward’ to a new level of social relevance, by supporting HBO in a wakeup call to the 76 million baby boomers in the direct impact zone of a pending Alzheimer’s epidemic that will bankrupt lives and our healthcare system,” said Meryl Comer, President of the Geoffrey Beene Gives Back® Alzheimer’s Initiative.

HBO’s THE ALZHEIMER’S PROJECT address this critical health issue in a bold and distinctive way. The documentaries focus on the most cutting-edge research advances in Alzheimer’s. “Momentum In Science” is a two-part, state-of-the-science report that takes viewers inside the laboratories and clinics of 24 leading scientists and physicians. Additional segments include profiles in “Caregivers,” “The Memory Loss Tapes,” featuring Alzheimer’s patients, and “Grandpa, Do You Know Who I Am?,” with testimonials on the meaning of being a child or grandchild of someone with Alzheimer’s, with Maria Shriver.

HBO will use all of its platforms, including the HBO main service, multiplex channels, HBO On Demand, HBO Podcasts, hbo.com, HBO branded YouTube channel, and DVD sales to support the project. Limited broadcasts of the entire documentary will be made available free of subscription charges. In addition to the four-part series, the project includes 15 short supplemental films, a companion book published by Public Affairs Books, a robust website and a nationwide community-based outreach campaign.

In addition to the Geoffrey Beene Gives Back® Alzheimer’s Initiative, other sponsors of THE ALZHEIMER’S PROJECT include the National Institutes of Aging, the National Institutes of Health, the Alzheimer’s Association® and Fidelity® Charitable Gift Fund. Sheila Nevins and Maria Shriver are Co-Executive Producers of the series.