



**KIM CATTRALL IS ANNOUNCED AS THE FACE OF THIS YEAR'S
FASHION TARGETS BREAST CANCER CAMPAIGN**

*Rethink Breast Cancer and the Joe Fresh Style™ brand launch new product
and exciting contest to help beat breast cancer*

TORONTO, ON (April 15, 2010) – Rethink Breast Cancer and the Joe Fresh Style™ brand are taking the annual Fashion Targets Breast Cancer Campaign to a new level this spring. Canadian actress Kim Cattrall will be donning the famous target t-shirt as the face of the campaign. In addition, the Joe Fresh Beauty™ collection will introduce a signature colour of nail polish, from its brand new nail polish line, to benefit the cause. The proceeds from both the t-shirt and the nail polish colour will be donated to Rethink Breast Cancer.

This year's Joe Fresh Style™ Fashion Targets Breast Cancer t-shirt, will be distributed through the Loblaw network of stores across Canada starting May 1, 2010.

"I can't think of a better way to look stylish this season than to wear a t-shirt that raises money for Rethink Breast Cancer," says Kim Cattrall.

Rethink Breast Cancer is a bold charity that supports young people affected by and concerned about breast cancer through innovative education, research and support programs. "Our partnership with Loblaw, now in its second year, allows us to reach millions of Canadians through the Loblaw network of stores," says MJ DeCoteau, executive director of Rethink Breast Cancer. "Fashion Targets Breast Cancer has raised over \$1.5 million since 2001, but just as important as fundraising, is the opportunity to educate everyone about breast health."

The 2010 Joe Fresh Style™ Fashion Targets Breast Cancer t-shirt is a classic crew neck style that features the multi-ringed target in three complementary hues of sophisticated reds – wine, berry and fuchsia. T-shirts retail for \$12* each and are available for women in extra-small to extra-large sizes.

Coinciding with the Fashion Targets Breast Cancer campaign, the Joe Fresh Beauty™ collection is launching 27 new nail polish colours that will retail for \$4* each (or 3 bottles for \$10*). To help increase the funds raised this year, a signature Joe Fresh Style™ wine coloured nail polish has been created to match one of the rings in the 2010 target logo. The proceeds from this shade will be donated to Rethink Breast Cancer.

"We had an overwhelmingly positive response to the launch of the Joe Fresh Beauty™ collection in 2009. We decided to share that excitement by creating a fundraising opportunity with Rethink and creating a nail polish colour exclusively for Fashion Targets Breast Cancer," says Joe Mimran, Creative Director, Apparel, Home and Entertainment, Loblaw Companies Limited.

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Contest

To further engage consumers in the Fashion Targets Breast Cancer campaign, Rethink Breast Cancer and Loblaw are giving away a girls' getaway for two simply by letting them know how you wear your 2010 Fashion Targets Breast Cancer t-shirt. The prize includes flights to Toronto, two nights' accommodation, a \$500 Joe Fresh Style™ shopping spree and coveted seats at the SS2011 Joe Fresh™ Fashion Show. To enter visit www.fashiontargets.ca, you can also increase your chances of winning by uploading a photograph of yourself wearing the FTBC t-shirt. The contest runs from April 12, 2010 to June 15, 2010. Further details can be found at www.fashiontargets.ca starting April 15, 2010.

* plus applicable taxes, prices subject to change

How Do You Wear It Contest: NO PURCHASE NECESSARY. Contest starting on April 12, 2010 12:00 a.m., Eastern Time to June 15, 2010 11:59 p.m. EST. The Contest is open to all legal residents of Canada who have reached the age eighteen (18) as of April 6, 2010. Grand Prize draw date is June 17, 2010. To enter you must submit your information on the "How Do You Wear It" contest page at <http://www.fashiontargets.ca> and complete the official entry form. Chances of winning depend on total number of eligible entries received. Mathematical skill-testing question to be answered correctly. There will be one (1) Grand Prize awarded during the Contest. The Grand Prize is as follows: Round trip economy air fare for two (2) from the international airport closest to the Prizewinner's place of residence in Canada ('The Departure Point') to the Toronto International Airport, Two (2) nights Hotel Accommodation at Sutton Place Toronto for two (2) adults in one room, Two (2) SIR Corp Gift Cards (for use at any SIR Corp Restaurants in Canada), Two (2) Tickets to Joe Fresh Fashion Show and After Party at Fall Fashion Week in Toronto, Local return transportation while in Toronto between hotel and Joe Fresh Fashion Week fashion show/after party, and one (1) Joe Fresh Shopping Spree (Gift Card). See <http://www.fashiontargets.ca> for full contest.

About Fashion Targets Breast Cancer – Fashion Targets Breast Cancer (FTBC), a charitable initiative of the Council of Fashion Designers of America/CFDA Foundation, marshals the goodwill and services of every element of the fashion industry (including fashion designers in the US and internationally, leading retailers, the world's most famous models and celebrities, fashion photographers, as well as media, advertising, and PR firms, among others) to raise public awareness and funds for the breast cancer cause, in the U.S. and internationally.

Currently, FTBC campaigns are ongoing in Australia, Brazil, Canada, Cyprus, Greece, Ireland, Japan, Portugal, United Kingdom and the United States. With the proceeds from these worldwide FTBC campaigns, the CFDA Foundation helps to fund programs that provide access to reliable resources, breast health education, innovation information, and health care.

The *Fashion Targets Breast Cancer* name and symbol were created by Ralph Lauren and subsequently entrusted to the CFDA Foundation. *FTBC* was first presented in the U.S. in the spring of 1994 during New York Fashion Week, and was formally launched in September 1994 at a special White House reception hosted by then-First Lady Hillary Rodham Clinton. During this initial campaign, 400,000 *FTBC* shirts were sold, raising \$2 million to benefit the Nina Hyde Center for Breast Health at the Lombardi Cancer Center at Georgetown University Medical Center. This center was chosen as beneficiary at Ralph Lauren's request, in memory of his friend Nina Hyde, the former fashion editor of *The Washington Post*, who died of breast cancer in 1990.

To date, nearly \$50 million has been granted to breast cancer charities worldwide from *FTBC* campaigns.

For more information, visit www.fashiontargetsbreastcancer.org

Rethink Breast Cancer launched the *FTBC* campaign in Canada in the fall 2001. For more information about the Canadian *FTBC* campaign, visit www.fashiontargets.ca.

About Rethink Breast Cancer - Rethink Breast Cancer is an innovative charity that reaches out to young people concerned about and affected by breast cancer. By taking a breakthrough approach to all aspects of breast cancer – medical research, support, public awareness and

fundraising – Rethink Breast Cancer is thinking differently about how to beat breast cancer. To find out more about Rethink Breast Cancer, visit www.rethinkbreastcancer.com.

About Loblaw Companies Limited

Offering Canadians stylish, fresh and affordable apparel and accessories for all seasons, the Joe Fresh Style™ brand is Loblaw Companies Limited's answer to Canadian consumers' desire for accessible, of-the-moment style. Creative Director, Joseph Mimran, oversees a line that features more than 400 items, from chic footwear to the latest in outdoor fashions, enabling today's busy Canadian consumer to shop for fashion right where she shops for food, health and home, and achieve a great look without breaking the bank. Joe Fresh Beauty™, an inspired collection of stylish and well-priced beauty products, was launched in 2009.

Loblaw Companies Limited, a subsidiary of George Weston Limited, is Canada's largest food distributor and a leading provider of drugstore, general merchandise and financial products and services. Loblaw is one of the largest private sector employers in Canada. With more than 1,000 corporate and franchised stores from coast to coast, Loblaw and its franchisees employ over 138,000 full-time and part-time employees. Through its portfolio of store formats, Loblaw is committed to providing Canadians with a wide, growing and successful range of products and services to meet the everyday household demands of Canadian consumers. Loblaw is known for the quality, innovation and value of its food offering. It offers Canada's strongest control (private) label program, including the unique President's Choice®, no name® and Joe Fresh Style® brands. In addition, the Company makes available to consumers President's Choice Financial® services and offers the PC® points loyalty program.

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