
KITSON TO FEATURE CELEBRITY-DESIGNED HOLIDAY MERCHANDISE TO BENEFIT STAND UP TO CANCER



Mandy Moore & Dave Annable to Host Launch Event at Famed Beverly Hills Boutique

LOS ANGELES, CA, DECEMBER 2, 2008 – World-famous Beverly Hills boutique Kitson will launch a collection of celebrity-designed holiday merchandise to benefit Stand Up To Cancer at its Robertson Boulevard store on Wednesday, December 10. All Kitson boutiques and www.shopkitson.com will carry the merchandise with proceeds being donated to Stand Up To Cancer, the groundbreaking initiative aimed at raising funds to accelerate cancer research and get therapies to patients more quickly. The event is hosted by actress and singer Mandy Moore, who participated in the historic multi-network primetime telecast on September 5th, as well as actor Dave Annable, the star of the hit ABC series, *Brothers & Sisters*. The event is co-sponsored by the athletic apparel line, Moeben, and the fashionable handbag collection, JT Carpet Bags.

"We are eternally grateful for the continuing support of the Hollywood community and the generous designers who have lent their time and talent to this cause," said Laura Ziskin, executive producer and founding member of Stand Up to Cancer. "Today's cancer scientists are on the verge of life-saving discoveries, but they desperately need the funds to mount an all-out assault. The money raised from the sale of these beautiful items will go directly to funding these important research programs. Together we will defeat this insidious disease."

Products for the fundraising initiative include: a star necklace designed by Jennifer Meyer, including an 18 karat yellow gold star, an 18k white gold star, a sterling silver star and a diamond pavé star necklace; Love Zoey Tees by Alice Heller (men's and women's T-shirts and hoodies) and a rope handle bag; a set of Graf & Lantz felt star ornaments; and a Kumi KooKoon cashmere and silk throw blanket. The star is a symbol for *Stand Up To Cancer's Constellation* – a feature on www.standup2cancer.org where one can launch a star for anyone who has received a cancer diagnosis.

From its launch on May 28, 2008, Stand Up To Cancer has raised more than \$100 million to fund translational cancer research programs. This unprecedented collaboration among the major television networks, entertainment industry executives, over 100 celebrities, and prominent leaders in cancer research and patient advocacy is designed to end cancer's reign as a leading cause of death.

ABOUT STAND UP TO CANCER *Stand Up To Cancer* is a program of the

Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, and was established by a group of media, entertainment and philanthropic leaders whose lives have been affected by cancer in significant ways. The group includes Katie Couric; the Entertainment Industry Foundation, represented by Board of Directors Chairperson Sherry Lansing (Founder of the Sherry Lansing Foundation), CEO Lisa Paulsen and Vice President Kathleen Lobb; Laura Ziskin, who produced the Sept. 5 broadcast; the Noreen Fraser Foundation and its executive, Noreen Fraser; Rusty Robertson and Sue Schwartz of the Robertson Schwartz Agency; and nonprofit executive Ellen Ziffren. Both Ziskin and Fraser are cancer survivors.

SU2C's Dream Team approach to funding translational cancer research is designed to bring together the best and brightest scientists from different disciplines at research centers across the country and internationally who will work collaboratively to quickly address today's critical problems in patient care. Monies will also be used to support innovative cancer research projects, which are often deemed "too risky" by conventional funding sources. As a partner in Stand Up To Cancer, the American Association for Cancer Research (AACR), led by its prestigious SU2C Scientific Advisory Committee, provides scientific oversight, expert review of the research projects, and grants administration.

ABOUT KITSON Just eight short years ago, Fraser Ross opened what has now become a retail phenomenon, Kitson. Knowing that Ross carries everything cool, hip and fashionable, celebrities and consumers alike travel to his stores for the must have items that he often finds before other retailers.

Ross is often credited with discovering and launching brands using his uncanny ability to know what "the next big thing" will be. Kitson carries a vast selection of products ranging from women and men's apparel, jewelry, handbags, shoes and specialty gift items. For the younger generation, there is Kitson Kids, which is the equivalent of a product wonderland full of unique items to keep the usually less attentive crowd fully engaged the minute they enter the door.

Ross opened his first location on Robertson Blvd. and has built Kitson into an internationally recognized brand. Currently, he has multiple stores including the Kitson flagship store, Kitson Women's Apparel, Kitson Men, Kitson Studio, Kitson Kids along with the opening of Kitson at The Americana at Brand and another location on Melrose opening within a couple of weeks. In March of 2009, Kitson will start opening stores in Japan and later in Europe.

To view products carried at Kitson, please go to www.shopkitson.com

ABOUT MOEBEN Moeben is a colorful collection of fashion sleeves, leggings and apparel initially developed for athletes and ultra runners used to protect and shield the skin from environmental elements such as the sun, or to keep them warm when the weather is cold.

ABOUT JT CARPET BAGS

JT Carpet Bags is a collection of fashionable handbags created using solid and printed carpets and combined with leather and hardware. In 1965, Jerry Terrence, after selling carpet for homes, offices and commercial buildings, decided to create a fashionable line of bags using what else, carpet. The bags were an instant success and sold in stores throughout the US for several years. As Jerry states, "I am a carpet guy. I decided to create bags using what I know and making something simple and chic that would be durable, yet fashionable for women of all ages to wear." In 2009, JT Carpet Bags will re-launch a signature vintage collection along with other modern fashion items.

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