

PRESS RELEASE

28 June 2007

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THIRD ANNUAL AVON WALK AROUND THE WORLD FOR BREAST CANCER

Events Around the Globe in a Shared Commitment to Eradicate Breast Cancer

WAWBC FUNDRAISING HI-TEA BY BCWA & AVON MALAYSIA

Kuala Lumpur, 28 June 2007 – Avon Malaysia joins over 50 countries in the third annual *Avon Walk Around the World for Breast Cancer* (WAWBC), a worldwide series of creative and varied events that will mobilise hundreds of thousands of people in a shared commitment to end breast cancer and break barriers to access to quality care. This is the second year that Malaysia is participating in the WAWBC and the first time ever in partnership with a local NGO - **Breast Cancer Welfare Association** (BCWA) as its breast cancer league partner.

Fundraising Hi-Tea by BCWA & AVON Malaysia

The hi-tea with a theme 'Saving Lives Thru' Early Detection' was held at Shangri-La Hotel Kuala Lumpur which was attended by almost 400 guests. The objective of the hi-tea is to raise funds to finance the organizing of low budget breast cancer workshops at the grassroot communities in Malaysia. These hands-on workshops will be conducted by

BCWA volunteers to train women in the local communities on the importance of saving lives through early detection of breast cancer and the techniques of breast-self examinations. Those trained in these workshops will then be empowered to share the knowledge and skills with the members of their respective communities, particularly in smaller towns and rural villages.

The hi-tea event continued a very special component that put a 'human face' on the issue of breast cancer. An Ambassador of Hope, Haruko Nagayama from Tokyo, Japan, who was first diagnosed with breast cancer in 2004. As a breast cancer survivor, Haruko shared her experience in overcoming the disease with the guests and handed over the *Global Connection Ribbon Tour* Survivor Ribbon – a large pink ribbon imprinted with 'thank you' in many languages, virtually circling the globe – as a symbol of hope and survivorship to Ms. Tam Mee Wah, another breast cancer survivor from Kuala Lumpur, Malaysia.

At the event, Mansoor Wan Abdullah, the President for Avon Malaysia, Thailand, Vietnam and Indonesia stressed in his opening speech, 'breast cancer isn't just a woman's issue - every man has either a mother, sister, wife, daughter or friend, and there is no way of telling the effects this devastating disease will have on him'. He added, "so let us all work together for a better tomorrow today – where women across the globe are adequately equipped to face this pandemic, subsequently becoming more self-sufficient, independent and able to benefit from medical research and success".

The WAWBC Fundraising Hi-Tea was a partnership project between BCWA and Avon Malaysia. The event was generously supported by presenting sponsors, Novartis Oncology, which returns for its third year as a sponsor and official travel sponsor, Maritz, Inc. in collaboration with Avon Foundation and American Cancer Society.

Global Connection Ribbon Tour - Walk Around the World for Breast Cancer

Since its' launch in 2005, the global series of WAWBC events have included walks, runs, concerts, conferences, workshops and more, and mobilized over 600,000 people worldwide and raised over USD2.6 million, bringing grassroots activism to a global scale. Last year alone, the extraordinary series encompassed over 50 events, in 39 countries and in 22 languages.

The Avon Breast Cancer Crusade

The Avon Breast Cancer Crusade has supported programs in over 50 countries since it was created in 1992, and through 2006, a total of USD450 million has been raised and awarded worldwide for advancing access to care and finding a cure for breast cancer, with a focus on the medically underserved. Funding supports five areas : awareness and education; screening and diagnosis; access to treatment; support services; and scientific research. Beneficiaries range from leading cancer centers to community-based non-profit breast health programs, which together form a powerful international network of research, medical, social service and community-based organization focused on defeating breast cancer and ensuring access to care.

On a local front, Avon Malaysia has played its part in raising funds for the cause under its 'Kiss Goodbye to Breast Cancer' program (KGBC) and just last year donated RM100,000 to the Breast Cancer Resource Centre of Universiti Malaya Medical Centre (PPUM) to help lighten the burden of lower-income breast cancer survivors who cannot afford the purchase of breast prosthesis and special undergarments worn after undergoing a mastectomy. In 2005, AVON sponsored the setting-up of a Breast Cancer Resource Centre at PPUM at the cost of RM100,000. The centre has a counseling room, a computerised information centre complete with books and reference material and state-of-the-art equipment for the benefit of breast cancer patients and survivors. In 2003 and 2004, Avon Malaysia donated a RM250,00 Mammotome™ Breast Biopsy System and an ultrasound scanner worth RM250,000 respectively to Hospital Putrajaya.