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FOR IMMEDIATE RELEASE

**DUANE READE AND THE NEW YORK YANKEES TEAM UP TO
“STRIKE OUT” LOU GEHRIG’S DISEASE**

*New York’s top drug store chain invites New Yorkers and Yankee fans
to pitch in and help find a cure for Amyotrophic Lateral Sclerosis ~*

NEW YORK, NY, April 18th, 2007 – Duane Reade, the leading drug store chain in metropolitan New York, and The New York Yankees today announced that they have teamed up to raise money and generate awareness for Amyotrophic Lateral Sclerosis (ALS), often referred to as "Lou Gehrig's disease." The "Strike Out ALS" campaign will kick off tonight on Wednesday, April 18th at 7:00 p.m. with a home plate ceremony at Yankee Stadium prior to the start of the Yankees – Cleveland Indians game.

Duane Reade is inviting its customers to purchase \$1 paper baseballs at any of its 248 convenient locations, beginning Thursday April 19th through Monday, June 11th encompassing May, which is ALS Awareness Month. All proceeds will be donated to The ALS Association (ALSA) Greater New York Chapter – the only not-for-profit voluntary health organization dedicated solely to the fight against ALS – and will go towards enhancing patient services and raising money to fund ALS research. ALS is a progressive neurodegenerative disease affecting two per every 100,000 people in the U.S., with an average of 15 new cases each day. As recognition for their contribution to this cause, customers can sign the paper baseballs, which will then be displayed in Duane Reade stores.

“As New York’s leading drug store chain we are proud to be teaming up with The New York Yankees to continue our commitment to promoting wellness to New Yorkers,” said Rick Dreiling President, CEO and Chairman of Duane Reade. “We look forward to working with the Yankees and the New York community to raise awareness and funding for research for this debilitating disease.”

“We will never forget Lou Gehrig, the ‘Pride of the Yankees’, and the determination and courage with which he battled ALS,” said Deborah Tymon, Senior Vice President of Marketing for the New York Yankees. “We are pleased that New York’s number one drug store Duane Reade has teamed up with us in this noble effort to find a cure and help those who are fighting the disease.”

The ALS Association directs the largest privately-funded research enterprise dedicated to solving the mystery of a disease that affects as many as 30,000 annually, with more than 5,600 people diagnosed each year. As one of The ALSA's leading chapters, the Greater New York Chapter plays a major role in promoting the mission of the organization by providing support to patients and their families in the Greater New York area including New York City's five boroughs, Long Island, Westchester and Rockland counties and northern and Central New Jersey. The organization has a multi-disciplinary center at Beth Israel Hospital in New York City, and offers

pick-up and drop-off transportation services to make it easier for patients to travel to and from their appointments at the center.

Amyotrophic lateral sclerosis (ALS), often referred to as "Lou Gehrig's disease," is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord. Motor neurons reach from the brain to the spinal cord and from the spinal cord to the muscles throughout the body. The progressive degeneration of the motor neurons in ALS eventually leads to their death. When the motor neurons die, the ability of the brain to initiate and control muscle movement is lost. With voluntary muscle action progressively affected, patients in the later stages of the disease may become totally paralyzed. Yet, through it all, for the vast majority of people, their minds remain unaffected.

About Duane Reade

Founded in 1960, Duane Reade is the largest drug store chain in the metropolitan New York City area, offering a wide variety of prescription and over-the-counter drugs, health and beauty care items, cosmetics, greeting cards, photo supplies and photofinishing. Duane Reade is committed to developing a leadership position in wellness, beauty and convenience. As of December 30, 2006, the Company operated 248 stores.

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