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**DUANE READE GOES PINK TO SUPPORT
2008 KOMEN NEW YORK CITY RACE FOR THE CURE®**

*~ Duane Reade, Local Presenting Race Sponsor, is selling paper ribbon pinups to benefit
Komen Greater New York City through the end of August ~*

~ Signature shopping bags go pink from August 31st to September 14th ~

NEW YORK, NY – August 27, 2008 – Duane Reade, the leading drug store chain in metropolitan New York and the Local Presenting Sponsor for the 2008 Komen New York City Race for the Cure®, is selling special Susan G. Komen for the Cure® paper ribbon pinups in its stores through the month of August. To further show Duane Reade's commitment to breast cancer awareness and the effort to find a cure, for the second year in a row the Company's signature shopping bags will go pink.

As part of Duane Reade's commitment to health and wellness, the Company is selling \$1 paper ribbon pinups in its 241 stores in the New York metropolitan area. The promotion raised over \$90,000 to-date, which will be donated in addition to a contribution of \$80,000 through Duane Reade's Charitable Foundation, to the Greater New York City Affiliate of Susan G. Komen for the Cure to underwrite New York area community-based breast health programs and national peer-reviewed research.

To honor its second annual sponsorship of the Komen New York City Race for the Cure, Duane Reade will again turn its iconic shopping bag pink. For the two weeks prior to the race, from August 31st to September 14th, New Yorkers will receive their purchases in the limited edition bags.

"We are very thankful to have the generous support of Duane Reade," said Dara P. Richardson-Heron, MD, CEO of Komen Greater New York City. "In 2008, more than 170,000 people will be diagnosed with breast cancer and 40,000 will die. We appreciate Duane Reade's commitment to helping us run breast cancer out of town. The Company's pinup program will allow us to fund even more local breast health education, screening and treatment programs next year, and the pink shopping bags will be a tangible and lasting sign of New York's support."

"As an integral part of the New York community, we are proud to play such a large role in the 2008 Komen New York City Race for the Cure," said John Lederer, CEO of Duane Reade. "Duane Reade is the Local Presenting Sponsor of the race and by selling the Komen ribbon pinups in our stores and turning our iconic shopping bags pink, we invite New Yorkers to show their support and help us contribute to the effort to find a cure for breast cancer."

The 2008 race will be held on Sunday, September 14th in Central Park. The event is the signature fundraiser for the Greater New York City Affiliate of Susan G. Komen for the Cure®. Race registration is open at www.komennyc.org/race.

Duane Reade partnered with the Greater New York City Affiliate of Susan G. Komen for the Cure and Outreach for Breast Health Foundation (OBHF) earlier this year to provide free mammography services at the Duane Reade stores located in East Harlem, New York in recognition of Black History Month. A mobile mammography van was on-site at these select Duane Reade stores to administer free mammogram screenings.

The Duane Reade Charitable Foundation was formed in March 2007 and is committed to supporting charitable organizations that promote health and wellness in New York's communities. A portion of the budget is also reserved to support programs that address local community needs.

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. As of June 28, 2008, the Company operated 241 stores.

About the Greater New York City Affiliate of Susan G. Komen for the Cure

The Greater New York City Affiliate, Susan G. Komen for the Cure was founded in 1990 and has raised over \$40 million to date. The organization is unique, disbursing up to 75 percent of its net income to local programs in the five boroughs of New York City, on Long Island and in Westchester and Rockland Counties. In 2008, Komen Greater NYC is awarding close to \$3.8 million in grants — more than \$2.5 million will support 38 community-based organizations and three hospitals that provide breast health programs to underserved women and nearly \$1.3 million will support peer-reviewed research projects at the national level.

For more information, visit the Komen Greater NYC Website, www.komennyc.org.

About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

About the Susan G. Komen Race for the Cure® series

Susan G. Komen for the Cure is celebrating the 25th anniversary of the Komen Race for the Cure®, the largest series of 5K runs/fitness walks in the world, with well over one million participants since 2005. The Komen Race for the Cure® series raises significant funds and awareness for the fight against breast cancer, celebrates breast cancer survivorship and honors those who have lost their battle with the disease.

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