



Contacts: Duane Reade, Inc.
FD
Melissa Merrill/Melissa Kahaly
(212) 850-5600

Susan G. Komen for the Cure
Vern Calhoun
(212) 461-6188

FOR IMMEDIATE RELEASE

DUANE READE GOES PINK IN SUPPORT OF 2007 KOMEN NEW YORK CITY RACE FOR THE CURE

~Duane Reade unveils limited edition pink Duane Reade Bag for Komen Greater NYC's City in Pink event and Race for the Cure Week~
~Duane Reade is the pledge sponsor and a diamond sponsor of the 2007 Komen New York City Race for the Cure ~

NEW YORK, NY, September 4, 2007 – Duane Reade, the leading drug store chain in metropolitan New York, today announced that it is the pledge sponsor and a diamond sponsor of the 2007 Komen New York City Race for the Cure®. In conjunction with City in Pink, a 6-day celebration in which more than 20 buildings across New York City will be illuminated in pink lights, Duane Reade's signature shopping bags will also go pink to demonstrate the Company's commitment to breast cancer awareness and its support in the effort to find a cure.

Starting on Tuesday September 4, 2007, five-days prior to the 2007 Komen New York City Race for the Cure in Central Park on September 9th, Duane Reade customers will receive their purchases in a limited edition bag with the traditional Duane Reade logo painted pink.

To celebrate the kick-off of City in Pink, today at 8:30 am Richard Dreiling, President, CEO and Chairman of Duane Reade, and Donna Lawrence, Executive Director of the Greater New York City Affiliate of Susan G. Komen for the Cure, will unveil Duane Reade's limited edition pink bag at the Duane Reade store located at 50th and Broadway.

"As New York's leading drug store chain we are proud to sponsor the Komen New York City Race for the Cure," said Rick Dreiling of Duane Reade. "At Duane Reade we have made it our mission to support charities that promote health and wellness for New Yorkers and our sponsorship and our pink Komen bags are an example of this. We look forward to supporting Greater New York City and continuing to give back to the people who make this city great."

"We are very thankful to have the generous support of Duane Reade," said Donna Lawrence of Komen Greater New York City. "Breast cancer is a disease that will claim the lives of nearly 40,000 women this year alone, and we are pleased to have Duane Reade on our side to find a cure for this devastating illness. We are excited to see New York City lit up in pink and see New Yorkers carrying the Duane Reade Pink Bags in support of our cause."

Breast cancer is the leading cancer among white and African American women, and the number of women with this disease has increased from one in twenty in 1960 to one in eight in 2006. Many people, however, are unaware of the fact that breast cancer also claims the lives of nearly 500 men each year.

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 30, 2007, the Company operated 244 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 \$34 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 2007, Komen Greater NYC is awarding close to \$3.2 million in grants — \$2 million will support 34 community-based organizations that provide breast health programs to underserved women, \$245,000 will increase capacity of local researchers to enroll women in breast cancer trials and help fund local breast cancer conference and education programs, and close to \$1 million will go for research. 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 1-800 I'M AWARE.

###