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**FOR IMMEDIATE RELEASE**

**DESIGNER ALVIN VALLEY AND DUANE READE TO UNVEIL  
FASHIONABLE ECO-TOTE**

*~ Alvin Valley, Amanda Hearst and Annie Churchill to Host Bag Signing Event ~*

*~ Portion of Proceeds from Sale of Bags to be Donated to New Yorkers for a Green New York to  
Support The Stevenson Green Roof Project ~*

NEW YORK, NY, February 6, 2007 – Duane Reade, the leading drug store chain in metropolitan New York, today announced that it will unveil a fashionable eco-tote created by renowned fashion designer Alvin Valley. A portion of the proceeds from the sale of the “Use it, don’t abuse it!” bags will be donated to New Yorkers for a Green New York (NYGNY) in support of The Stevenson Green Roof Project, a public-private partnership that brings new opportunities for learning and stewardship to the Bronx community.

The first shipment of bags will be available today, Wednesday, February 6<sup>th</sup> at the Duane Reade store at 1430 Broadway at 40<sup>th</sup> Street, located near the Fashion Week tents in Bryant Park. Alvin Valley and the founders of NYGNY (Amanda Hearst, Annie Churchill, Tony Cummings and Billy Gilbane) will be present to sign the first 250 eco-totes and answer questions about the bag and their charitable organization.

“Duane Reade is part of the fabric of the New York community and we are proud to offer our customers a fashionable, accessible and environmentally friendly eco-tote,” said David D’Arezzo, Interim CEO and Chief Marketing Officer of Duane Reade. “Now, while New Yorkers are caring for their own health and wellness needs, they can also support the health and wellness of our city and the environment. Duane Reade is thankful to Alvin Valley for his partnership and we are delighted that our joint efforts will help students in the Bronx learn more about our planet.”

“I’m thrilled that my partnership with Duane Reade has given me the opportunity to design this fashion-forward eco-tote,” said Alvin Valley. “New Yorkers can now do their part to help save the environment, and look good in the process. I am also proud to be a part of something as wonderful as The Stevenson Green Roof Project which, through funding from New Yorkers for a Green New York, will transform a barren roof in the Southview section of the Bronx into a hands-on learning center for students.”

Following the unveiling ceremony and bag signing event, a limited number of eco-totes will be available at three Duane Reade stores on February 7<sup>th</sup>, 2008. The bags will be sold during store operating hours at the following locations:

*Downtown:* 636 Broadway at Bleecker Street  
*Midtown:* 1430 Broadway at 40<sup>th</sup> Street  
*Uptown:* 125 East 86<sup>th</sup> Street at Lexington Avenue

The “Use it, don’t abuse it!” eco-tote will be widely available at all Duane Reade stores beginning April 2008 in conjunction with Earth Month. Duane Reade’s eco-tote is made from 100% organic cotton in the fair trade labor market of Bangladesh. Duane Reade hopes that its customers will purchase these bags and use them on all subsequent visits in an effort to help preserve the environment.

#### **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 September 29, 2007, the Company operated 241 stores.

#### **About Alvin Valley**

Best known for the fantastic fit of his long-legged, low-slung pants, Alvin Valley has quickly become a great force in the New York fashion community. Combining his experience in the industry with Duane Reade’s footprint in the Metropolitan area, he has found a creative and environmentally beneficial way to give back to the community.

#### **About New Yorkers for a Green New York**

Formed by a young group of prominent Manhattanites, New Yorkers for a Green New York (NYGNY) is a non-profit organization that intends to convert Manhattan into a sustainable, “green” city. This aim will be achieved through fundraising efforts and in providing education and information to the public on how to live a green life. The organization’s ideas on design and innovation are based on Michael McDonough’s concept of eco-effectiveness: “we must not design in opposition to nature but with nature and with respect for the natural world.” NYGNY hope to arrange for environmentalists to speak at local schools and other such educational forums. They also plan to donate money to development corporations that will use the funds to employ green design ideas.

#### **About The Stevenson Green Roof Project**

The Stevenson Green Roof Project is a public-private partnership to bring new opportunities for learning and stewardship to the Bronx. The project will transform the barren concrete roof of a building housing seven schools into a living laboratory for hands on learning. This exciting venture is being spearheaded by an exceptional team of professionals – educators and educational advocates, architectural and landscaping designers, engineers and scientists, as well as community-based organizations – who are partnering to design, construct and program an ecological roof on top of a school that can be used as an outdoor classroom. To date, over \$1,000,000 has been committed in pro bono goods and services and maintenance for the life of the green roof. The partners, which include The Adlai Stevenson Campus, Gilbane Building Company, Raphael Vinoly Architects PC, The Salvadori Center, etc., are committed to securing all remaining components, including scientific equipment, plants and fencing.

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