

Another Manufacturer Joins the Fight Against Breast Cancer

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Rowenta to Sell Pink Iron to Raise Awareness for Breast Cancer 100% of Profits to be Donated to Breast Cancer Research Foundation

In an effort to raise awareness for breast cancer and its devastating effects, Rowenta USA and the Breast Cancer Research Foundation (BCRF) have come together for a special "Iron for Pink" fundraising program. Rowenta USA, the manufacturer of high-performance irons and garment care expert, has joined in the fight against breast cancer with a commitment to donate to BCRF, 100% of profits raised from the sales of its specially designed Pink Iron. The Rowenta Pink Iron will be sold nationwide during October 2006, Breast Cancer Awareness Month and will retail for \$80.00. The iron is a brand new professional model in a pink hue, created especially for this effort.

"Rowenta is very pleased to join BCRF in the fight against breast cancer through the 'Iron for Pink' program," said Paul Pofcher, president of Rowenta USA. "By helping to raise awareness about breast cancer, it is our hope that we can ultimately assist in the prevention of this disease," continued Pofcher.

Some statistics regarding breast cancer include:

- * 1 in every 8 U.S. women is diagnosed with breast cancer.
- * 212,920 new cases of breast cancer are expected to be diagnosed among U.S. women in 2006.
- * Women in North America have the highest rate of breast cancer in the world.
- * In 2006, 40,970 women and men will die from the disease.

For more information on where to purchase the Pink Iron and how you can aid in the fight against breast cancer, visit <http://www.rowentausa-ironforpink.com/>.