

FOR IMMEDIATE RELEASE - DRAFT

Contact:

Shawn Purdy/Lindsey Brown – SLATE PR

(646) 360-1321

Shawn@Slate-pr.com / Lindsey@slate-pr.com

GENETIC DENIM CONTINUES CAMPAIGN TO HELP FUND A CURE

Genetic Denim to Donate Percentage of Sales to Gabrielle's Angel Foundation for Cancer Research

(New York, NY, May 25, 2011) – Genetic Denim, the modern and classic denim aficionado, announced their continued support of **Gabrielle's Angel Foundation for Cancer Research** with an exclusive shopping promotion, launched today. Following their 2009 special-edition "Gabrielle" jean, Genetic Denim will donate a percentage of sales through the end of 2011 to help fund a cure for cancer.

Online shoppers who visit www.geneticdenim.com will receive a 10% discount on their entire purchase when they use the code Angel11 from now until December 31, 2011. 50% of the proceeds from these sales will directly benefit the Foundation's cancer research initiatives.

For the month of October only, to celebrate Gabrielle's Angel Foundation's signature event, the *Angel Ball*, Genetic Denim will donate 25% of all full priced sales on their entire site to the Foundation.

"I am honored that Genetic Denim and their fans are reaching out to support cancer research," said Denise Rich, Co-Founder of Gabrielle's Angel Foundation.. "The money raised through this exciting promotion will help not only send a positive message to young people about giving back, but it will also fund ground-breaking and innovative research which will lead to better treatments, and hopefully a cure, for cancer."

Gabrielle's Angel Foundation for Cancer Research was created in 1996 by Denise Rich and her family in memory of her daughter Gabrielle Rich Aouad who passed away at the age of 27 after a long and valiant struggle with acute myelogenous leukemia (AML). It was Gabrielle's wish that a foundation be created to help spare others the suffering that she endured. The mission of Gabrielle's Angel Foundation is to fund basic and clinical medical research in both conventional and integrative disciplines which focus on prevention, treatment and quality of life issues of leukemia, lymphoma and related cancers. To date, the Foundation has awarded over \$16 million in Medical Research Awards making Gabrielle's Angel Foundation one of the largest non-governmental sources of grant support to blood cancer researchers in the nation.. For more information, visit: www.gabriellesangels.org

About Genetic Denim

Launched in 2006, Los Angeles based Genetic Denim is based on enduring elements of personal style: fit, fabrication and individuality. Creative Director Ali Fatourechi approaches denim with the

SLATEPR

mindset that our points of differentiation should be acknowledged and celebrated, resulting in a collection that caters to a range of women's and men's denim needs.

For both the modern and classic denim aficionado, the brand incorporates reverence for its original denim predecessors in purpose, while offering sleek new alternatives marked by evolved cut and construction.

Genetic Denim works with innovative washes of Italian, Japanese and Turkish denim to create a range of core and updated silhouettes from season to season. The signature soft hand of the fabric is intentionally discrete – denim looks as it should, yet the jeans retain a polished, lean look and drape, with the weight varying according to style and season.

The core of the brand is driven towards delivering product that resonates with the denim customer, while reflecting a fashion forward perspective. Genetic Denim creates unexpected shapes and silhouettes, using the familiar fabric for every element of the ensemble for the present and future. For more information, visit: www.geneticdenim.com