

## **Media Alert:**

For Immediate release  
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### **CHANEL salutes the philanthropic spirit of Gabrielle “Coco” Chanel by giving back to the Look Good Feel Better™ Program on May 5<sup>th</sup>, 2005**

MONTREAL--- On the fifth day of the fifth month of 2005, CHANEL Canada and its department store and specialty store partners will honour Canadian women living with cancer by donating 10 percent of all CHANEL N°5 sales to the Look Good Feel Better™ program, a national public service program serving women living with cancer.

In an unprecedented fragrance industry first, CHANEL and The Bay, Holt Renfrew and Sears are collaborating to demonstrate their commitment to this program which to date, has helped more than half a million Canadian women across the country.

According to Roger Forcier, President of CHANEL in Canada, “This is one of the most exciting retail collaborations in recent history. More than 80 years after it was launched, CHANEL N°5 remains a luxurious, modern and utterly feminine fragrance that is still a best-seller throughout the world. And in honour of Gabrielle “Coco” Mademoiselle, we are pleased that our partners have teamed up to make this happen.”

CHANEL N° 5 is the best selling fragrance in the world. This true olfactory symphony is composed of precious ingredients such as, Ylang-Ylang from the Comoro Islands, Jasmine and May Rose from Grasse. Created in 1921, CHANEL N° 5 has remained seductive and mysterious. Gabrielle “Coco” Chanel always said “Put perfume on all the places where you might be kissed.”

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