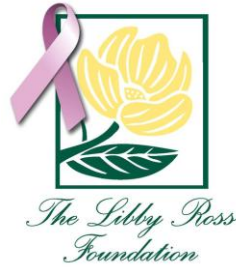


FOR IMMEDIATE RELEASE



A Fashion Statement that Makes a Difference in Fight Against Breast Cancer
Swarovski Pink Hope Pin to Benefit The Libby Ross Foundation

CRANSTON, R.I., September 1, 2006 – Swarovski North America, the world leader in cut crystal, announces its role as a Principal Sponsor of The Libby Ross Foundation's Yoga Program for Survivors of Breast Cancer.

Swarovski is donating \$20,000 from the proceeds of the sale of its Pink Hope Pin to support this remarkable program. Research released in June of 2006 from the University of Texas M.D. Anderson Cancer Center indicates that yoga has a positive impact on women who have undergone treatment for breast cancer. The research showed increased physical capabilities as well as reduced fatigue and improvements in the women's sense of well-being and other aspects of their quality of life. Swarovski believes strongly in the Yoga Program and knows that their contribution will have a tremendously positive impact on the lives of the hundreds of women who take part in the weekly classes, quarterly workshops and weekend retreats offered by The Libby Ross Foundation.

Created in honor of October's Breast Cancer Awareness Month, but available year-round, Swarovski's Pink Hope Pin features a dazzling open heart design with a light rose, crystal pavé ribbon overlay. The 57-stone pin is individually handcrafted and plated with fine gold and pure rhodium.

"I know first hand the devastation breast cancer can bring to patients and their families," said Lori Ross, Chairman & Co-Founder of The Libby Ross Foundation. "Today, more than two million American women live with breast cancer, making it the second leading cause of cancer death for all American women; it is estimated that more than 200,000 new cases of invasive breast cancer will be diagnosed this year. Swarovski's generous donation will help to fund a program that will empower women to rise above the disease and enrich their lives."

Since 2003, Swarovski has donated \$60,000 from the sales of the Pink Hope Pin to support two of the Foundation's programs: The Yoga Program for Survivors of Breast Cancer and The Libby Ross Foundation Pink Ribbon Kit Program, which promote healing for both breast cancer survivors and women undergoing treatment.

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"Swarovski is proud to support this unique program that brings a sense of well being to women fighting breast cancer," said Melissa Carden, Swarovski public relations manager. "By contributing to The Libby Ross Foundation, Swarovski encourages hope for a cure and improves the quality of life for these women."

Swarovski's Pink Hope Pin retails for \$85 and is available at Swarovski Gallery stores nationwide and at www.swarovski.com. For local stores, consumers can call 1-800-426-3088.



Swarovski's Pink Hope Pin

About Swarovski

For more than a hundred years Swarovski, the Austrian family company based in Wattens in the Tyrol, has been the world's leading brand for cut crystal. Crystal jewelry stones and crystalline semi-finished goods for the fashion, jewelry and lighting industries are as much a part of the company's product range as gift articles, home accessories, and collectibles fashioned from faceted crystal. Swarovski's artistic and design abilities are evident in Daniel Swarovski Paris and Swarovski Jewelry, the company's accessory and jewelry ranges. Since 1995 visitors have been able to enjoy the ultimate crystal experience at the Swarovski Crystal Worlds. The Swarovski group also includes Tyrolit®, which produces grinding tools and abrasives, and Swarovski Optik, the company's optics division, with its precision optics for hunting and nature observation. In 2005 Swarovski achieved group sales of Euro 2.14 billion with a total of approximately 17,000 employees.

About The Libby Ross Foundation

Founded in 1999, in memory of Elizabeth "Libby" Ross, who lost her battle with breast cancer on July 24, 1998, The Libby Ross Foundation is a New York based not-for-profit organization dedicated to making a significant difference in the lives of women afflicted with breast cancer through unique support programs and to help eradicate the disease through research and early detection.

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