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**DR. SUSAN LOVE RESEARCH FOUNDATION ANNOUNCES NEW PARTNERSHIPS
AND ORIGINAL PRODUCTS FOR OCTOBER BREAST CANCER AWARENESS MONTH**
Invest Your Dollars, Invest Yourself, Invest Your Friends to Make Breast Cancer History

SANTA MONICA, CA., October 1, 2012 – The Dr. Susan Love Research Foundation, a 501 (c) 3 accredited breast cancer research non-profit, is proud to announce a new line up of must-have products for October 2012 from their passionate cause marketing partners.

While past Octobers focused on awareness, the Dr. Susan Love Research Foundation is taking this year's Breast Cancer Awareness Month by storm with a new and revolutionary call to action. The Foundation's goal is to activate the public's fervent awareness of this disease into progressive action by investing themselves and their dollars in preventive research. With this in mind, they have established a roundup of corporate partners whose objectives parallel the Foundation's focus on cause and prevention, with the ultimate goal of eradicating breast cancer.

With the power to help redefine the breast cancer landscape, the Foundation and its partners are challenging the public to Act with Love by investing themselves and their dollars in preventive breast cancer research. Consumers can support this mission by purchasing the below charitable items this October:

Ford Warriors in Pink – Models of Courage Collection

Ford Warriors in Pink® honors breast cancer survivors who have demonstrated strength and courage in their battle with the launch of its new "Models of Courage" campaign. When visiting www.fordcares.com, shoppers have an opportunity to donate 100% of the net proceeds from their purchase to one of four charities, including the Dr. Susan Love Research Foundation.



Panera Bread – Pink Ribbon Bagel

More than 50 southern California cafés will donate the sale of their signature Pink Ribbon Bagel® to the Dr. Susan Love Research Foundation. This campaign kicks off on Friday, October 5th by donating 100% of the proceeds from the sale of Pink Ribbon Bagels on that day. Panera Bread cafes will continue to honor Breast Cancer Awareness Month by donating 10 cents from each Pink Ribbon Bagel sold in October.

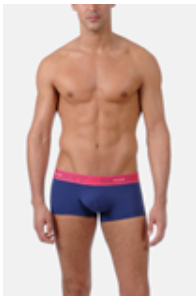
Smart & Sexy Shapewear

Striving to support women in more ways than one, Smart & Sexy will donate 5% of the proceeds from its signature pink shapewear, all priced below \$10.00, to the Dr. Susan Love Research Foundation. Smart & Sexy is available exclusively at Wal-Mart / www.walmart.com and www.smartandsexy.com.

Boscia – Balancing Facial Tonic

Boscia, a comprehensive skincare line, is helping put an end to breast cancer by donating 100% of the proceeds from the sale of their Balancing Facial Tonic at www.boscia.com to the Dr. Susan Love Research Foundation.





2(X)IST – TOUCH Collection

2(X)IST, a successful men's underwear line, is supporting breast cancer research by donating 15% of total product sales of the TOUCH Collection at www.2xist.com to the Dr. Susan Love Research Foundation this October.

Youngblood Mineral Cosmetics – Crush Mineral Blush

In its ongoing support of national Breast Cancer Awareness Month, Youngblood Mineral Cosmetics will donate 15% of the sales from their three shades of Crushed Mineral Blush (Sherbet, Dusty Pink, and Tulip).



All shades are available at www.ybskin.com



Holly Yashi – Special Edition Pieces

Holly Yashi, a vibrant handcrafted jewelry collection, will donate \$5.00 for each of their Special Edition pieces purchased at www.hollyyashi.com to the Dr. Susan Love Research Foundation.

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About the Dr. Susan Love Research Foundation

The Dr. Susan Love Research Foundation is dedicated to eradicating breast cancer and improving the quality of women's health through innovative research, education, and advocacy. With the launch of the Army of Women program in 2008, and the unveiling of the Health of Women study this October, they are actively challenging the breast cancer research community to focus on why women get breast cancer and finding the causes, with the ultimate goal of eradicating the disease within our lifetime. The Foundation, and its more than 360,000 volunteers nationwide, invite you to Act with Love and become an arbiter of innovation, education, and advancement within the field of breast cancer research. To learn more and show your support, visit: www.dsrlrf.org.