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Fashion Designer Daniella Clarke of Frankie B. Unveils “HER2 Genes” at L.A. Fashion Week

Designer Denim Raises Awareness of HER2-positive Breast Cancer

Los Angeles, CA – October 16, 2006 -- Fashion designer Daniella Clarke of Frankie B., Y-ME National Breast Cancer Organization and Genentech, Inc. today announced the launch of a national public awareness campaign called "HER2 Genes." The campaign was created to educate women about HER2-positive breast cancer and the importance of HER2 testing through a new and unique avenue -- fashion.

About one in four women with breast cancer has too many copies of the HER2 gene in her tumor cells, which causes cancer cells to grow and spread more quickly. The HER2 gene abnormality is only present in breast cancer cells and cannot be passed on to other family members. Research has shown that women with HER2-positive breast cancer have a more aggressive disease and greater likelihood of recurrence than women with HER2-negative breast cancer.

"It is important for women with breast cancer to find out if their breast cancer is HER2- positive because it can help physicians make more informed decisions about appropriate treatment options," said Margaret C. Kirk, Chief Executive Officer of Y-ME. "Together, we are working to increase public awareness about an especially aggressive form of breast cancer, as well as to educate women about the questions to ask and steps to take at the time of diagnosis."

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The HER2 Genes campaign launches today with the unveiling of limited edition “HER2 Genes,” jeans designed by Daniella Clarke, founder and owner of Frankie B., during National Breast Cancer Awareness Month, at Mercedes-Benz Fashion Week at Smashbox Studios in Los Angeles on October 16th. The “HER2 Genes” will be available for purchase online via www.HER2Genes.com. For each pair of HER2 Genes by Frankie B. sold from September through November, Frankie B. will donate \$107 to Y-ME National Breast Cancer Organization.

Daniella Clarke designed the “HER2 Genes” as a symbol of empowerment for the thousands of women who will be diagnosed with HER2-positive disease each year. She hopes that the “Genes” will help initiate dialogue among women about the importance of knowing one’s HER2 status at the time of a breast cancer diagnosis.

“Jeans are a staple in almost every woman’s wardrobe, and women often identify themselves by the jeans they wear. Similarly, genes can say a lot about a woman’s breast cancer,” said Daniella Clarke, founder and owner of Frankie B. “As a woman, mother and friend, I believe I have an important role to play in raising awareness of HER2-positive breast cancer. The HER2 Genes campaign builds on our collective love of fashion to empower women to learn more about their breast cancer and talk to their doctor about HER2 testing and treatment options.”

About HER2-positive Breast Cancer

According to the American Cancer Society, an estimated 212,920 women will be diagnosed with breast cancer in 2006, and 40,970 will die from the disease. HER2-positive breast cancer is one form of breast cancer. HER2-positive breast cancer is caused by the over-expression of a gene called HER2 (human epidermal growth factor receptor-2) in tumor cells. The HER2 gene helps control how cells grow, divide, and repair themselves.

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Unfortunately, many breast cancer patients are unaware of their breast cancer's HER2 status. When first diagnosed with breast cancer, patients should get their tumor tested for HER2. The results of a HER2 test can give physicians insight into a woman's breast cancer and can help them make more informed decisions about appropriate treatment options.

About Daniella Clarke

Frankie B. founder and owner, Daniella Clarke, is considered a trendsetter in jeans design and built a fashion empire based on denim. Denim has always been a passion for Daniella, who is widely credited for sparking the low-rise trend. The Frankie B. line is a lifestyle collection that offers chic style for everyone. Daniella is married to rock guitarist Gilby Clarke, and mother of daughter Frankie, the inspiration behind her Frankie B. brand and logo.

About Y-ME National Breast Cancer Organization

Y-ME National Breast Cancer Organization's mission is to ensure, through information, empowerment and peer support, that no one faces breast cancer alone. Y-ME does not raise money for research, but instead is here today for women who can't wait for tomorrow's cure. Y-ME has the only 24-hour hotline staffed entirely by trained breast cancer survivors.

Additionally, affiliates throughout the nation provide services such as support groups, breast health awareness workshops, wigs and prostheses for women with limited resources, and advocacy on breast cancer related policies in their communities.

HER2 Genes Information

For more information about HER2 Genes visit www.HER2Genes.com or www.YME.org, or call the Y-ME National Breast Cancer Hotline at 1-800-221-2141 (English, with interpreters available in 150 languages) or 1-800-986-9505 (Spanish).

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