

## OtterBox Cases Contribute Strength to Fight Against Breast Cancer

It takes strength when the diagnosis is made. Strength to share the news with loved ones. Strength to endure treatments. Strength to keep moving forward. Strength to carry on. Strength to embrace the future.

More than 40,000 women die each year from breast cancer, and one person is diagnosed every three minutes in the United States. It's for these reasons and myriad others that OtterBox® has committed once again to supporting the Avon Breast Cancer Crusade through the sale of its pink-and-white Commuter Series® "Strength" cases.

As an official sponsor of the Avon Walk for Breast Cancer and corporate fundraising partner for the Avon Breast Cancer Crusade, OtterBox raised more than \$175,000 from May 2010 to May 2011. The Avon Breast Cancer Crusade is a program of the Avon Foundation for Women, the largest corporate-affiliated philanthropy dedicated to women's causes globally.

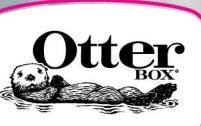
Launched in 1992, the Avon Breast Cancer Crusade has raised and donated more than \$700 million to breast cancer programs around the world. Donations meet a broad range of needs – from research and care at leading cancer centers to meal delivery and patient navigation by small community-based organizations. Funding is focused on research, education, access to care and the care continuum; but the Avon Breast Cancer Crusade is about more than that – it's about a community of support.

"I go to all nine of our walks every year, and I walk in all nine of our walks. It's my favorite part of the job," said Eloise Caggiano, program director for the Avon Walk series. "Amazing people from all walks of life participate as walkers or crew. The excitement, camaraderie and support I felt at my first walk, I still feel at my 32nd."

Eloise proudly sports an OtterBox Commuter Series "Strength" case on her BlackBerry®.

"This is my first OtterBox case, and I love it. And I need it – I drop my phone all of the time," Caggiano said. "I recommend the case because not only does it look cute, but it's very durable. It sparks conversation all of the time."





AVON  
BREAST  
CANCER  
CRUSADE



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Raising awareness and much needed funds through the sale of pink products is one of the great benefits the Avon Breast Cancer Crusade gets from its corporate partners. In addition to valuable fundraising, the sponsors' pink-themed products and efforts help raise awareness and give consumers a way to support the cause, according to JoAnne Fairchild, manager of strategic partnerships for the Avon Foundation.



"Our corporate sponsors are critical to advancing the breast cancer cause," Fairchild said. "Their funding and generosity provides invaluable support for all of our activities."

Like many people, both Fairchild and Caggiano have been personally touched by the strength it takes to battle breast cancer. Fairchild lost her mother 15 years ago, six weeks after a late-stage diagnosis. On the other hand, her mother-in-law detected her cancer early and 20 years later is a lucky survivor.

Caggiano is also a testament to early detection. At 33 years old, she was diagnosed. Six years later, she is healthy and happy to be part of educating a world of women and men about breast health.

For the Avon Breast Cancer Crusade and countless women and men, the message of strength is one with multiple meanings. OtterBox hopes to continually increase its donation to acknowledge the tremendous strength demonstrated every day by those battling breast cancer.

### About OtterBox:

Built upon fundamentals of hard work, innovation and perseverance, OtterBox is a leader in the production of premier protective solutions for global handheld manufacturers, wireless carriers and distributors.

Incorporating creativity and cutting-edge design into every product, OtterBox creates sleek and durable cases that offer reliable device protection to complement any lifestyle.

OtterBox was founded in 1998 and is headquartered in Fort Collins, Colo.

For more information, visit [www.otterbox.com](http://www.otterbox.com) or call 888-695-8820. We've Got Technology Covered.

### About the Avon Breast Cancer Crusade:

Since the Avon Breast Cancer Crusade launched in 1992, Avon breast cancer programs in more than 50 countries have raised over \$700 million for research and advancing access to care, regardless of a person's ability to pay. The Avon Foundation for Women - the world's largest corporate-affiliated philanthropy focused on issues that matter most to women - awards funding to beneficiaries ranging from leading cancer centers to community-based grassroots breast health programs. In addition to receiving generous support from Avon Products, Inc., and its sale of Avon "pink ribbon" products, the Foundation raises funds through events and walks such as the U.S. Avon Walk for Breast Cancer series.