

Hatley Campaign to 'Give Breast Cancer the Boot'

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HATLEY CAMPAIGN TO 'GIVE BREAST CANCER THE BOOT' KICKS OFF OCT. 1; BENEFITS JOHN WAYNE CANCER INSTITUTE BREAST CENTER AT SAINT JOHN'S HEALTH CENTER

Pink Horse Play Rain Boot Symbolizes Company's Commitment as Hatley Puts Best Foot Forward – Designated Charity Will Receive 20 Percent Donation from ALL Sales on Company Web Site

Montreal, CANADA (September 11, 2007) – Leave it to Hatley, the Canadian company that grabs attention for its clever designs and spins on everyday sayings to put its best foot forward when it comes to turning attention to an important cause – Breast Cancer Awareness. On October 1, Hatley will kick-off its 'Give Breast Cancer the Boot' program benefiting the John Wayne Cancer Institute (JWCI) Breast Center at Saint John's Health Center in Santa Monica, Calif.

For the month of October – National Breast Cancer Awareness Month – Hatley will make a donation equivalent to 20 percent of all purchases made on its web site (www.hatleynature.com) to the JWCI Breast Center. Hatley's extensive line of something-for-everyone products features women's wear, including comfy loungewear and sleepwear, as well as the new and much sought after rain boots; a popular children's line with clothing and accessories for infants through kids' size 7; and an expansive line of apparel and gift items ranging from unisex tees, magnetic note pads, tote bags, cocktail napkins, and aprons.

Hatley's 'Give Breast Cancer the Boot' campaign uses the company's hallmark turn-of-the-phrase style to raise awareness for a serious cause. The company chose to make the campaign site wide to appeal to its customers, generally women, who frequently purchase a Hatley item as a spontaneous gift for family members or friends.

'While women are most commonly breast cancer patients, it touches all the people who are important in those women's lives. By including our entire line, we have made contributing to this worthwhile cause accessible to customers who are looking for a way to contribute. Every purchase counts toward the donation total, whether it's an inexpensive item or a special gift for a woman, man, or child or for themselves,' said Chris Oldland, Hatley, President.

Hatley's site wide campaign was developed as a way to maximize the company's donation to its designated charity during the month-long campaign as well as raise breast cancer awareness, in general.

'We are very excited about having Hatley as a partner. The donation from the campaign will be used to fund breast cancer research at JWCI, and help in the development of new approaches in early detection and treatment therapies,' said Lou Lazatin, President and CEO, John Wayne Cancer Institute at Saint John's Health Center.

About Hatley

For almost 20 years, Hatley has helped its customers get 'clothes to nature' with its 100 percent cotton apparel and quality gift items. Hatley pairs great fabric design, inspired by nature or wildlife, with a clever spin on everyday sayings or popular culture to bring out the 'pun' in everyone. Hatley is based in Montreal, Quebec, Canada. For additional information about the company and its products, visit www.hatleynature.com.

About John Wayne Cancer Institute

Since 1981, the John Wayne name has been committed by the Wayne family to groundbreaking cancer research and education in memory of their father who died of cancer. The John Wayne Cancer Institute at Saint John's Health Center has received worldwide acclaim for advances in melanoma (skin cancer), breast and colon cancer as well as immune therapy of cancer. Other areas of research include prostate and liver cancer. Their unique ability to rapidly turn scientific breakthroughs into innovative approaches to treatment and early detection provides immediate hope to cancer patients from around the globe. For additional information, visit www.jwci.org.

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