



Founded in 1993 by Evelyn H. Lauder

March 30, 2015

Dear Smart Circle International, LLC:

On behalf of the Breast Cancer Research Foundation, thank you for your extraordinary contribution of \$4,500,000, which has been the result of the very successful FW1 Pink Promotion between Smart Circle International, LLC and RGS Labs International, Inc., since its inception in 2013! BCRF is inspired by companies like Smart Circle and RGS – companies that can take a simple program, build on its platform, and effectively make a difference in the face of women's health – not to mention in such a short timeframe. This gift truly speaks to the company's overall support of lifesaving research.

We not only appreciate Smart Circle/RGS Labs' support, but also every customer who has participated in the demonstration events by purchasing a can of the specially marked product. Additionally, we extend an enormous THANK YOU to the thousands of retailers/convenience stores for giving the program a place to blossom. Together, you all continue to enable our talented investigators the opportunity to unravel the mysteries of breast cancer without interruption.

Since our inception in 1993, BCRF has raised more than \$535 million to fuel discoveries in tumor biology, genetics, prevention, treatment, survivorship and metastasis. This year, with crucial help from Smart Circle International, LLC and others, BCRF is privileged to invest \$58.6 million in the work of more than 226 researchers at leading medical institutions across six continents. Under the leadership of our expert team of Scientific Advisors, we have compiled a broad diverse array of research experts who are guiding lights in the field and bringing us closer to a cure.

Currently, 91 cents of every dollar spent by BCRF is directed towards breast cancer research and awareness programs, so you can be assured that your contribution is being used wisely and well. In recognition of our exceptional efficiency, Charity Navigator has recently renewed our 4-star rating, our eleventh such designation since 2002, and BCRF is additionally honored to be the only breast cancer organization to receive an "A+" rating from CharityWatch.

On behalf of the entire BCRF staff, thank you again for your support and we send our genuine appreciation for a job well done.

Sincerely,

Christina Rose
Chief Partnerships Officer