

EILEEN FISHER

EILEEN FISHER ANNOUNCES VANCOUVER RECIPIENT OF ITS 2006 BUSINESS GRANT PROGRAM FOR WOMEN ENTREPRENEURS

NOVEMBER 9, 2006 – EILEEN FISHER IS DELIGHTED TO ANNOUNCE THAT FAIRWARE PROMOTIONAL PRODUCTS OF VANCOUVER, BRITISH COLUMBIA IS ONE OF FIVE RECIPIENTS OF A \$10,000 GRANT FROM ITS 3RD ANNUAL BUSINESS GRANT PROGRAM FOR WOMEN ENTREPRENEURS. THE PROGRAM RECOGNIZES WOMEN-OWNED BUSINESSES THAT HAVE A STRONG VISION, A SOCIAL CONSCIENCE, A SOLID BUSINESS PLAN AND ARE IN NEED OF START UP FUNDS OR GROWTH CAPITAL.

“AT EILEEN FISHER WE ARE COMMITTED TO HUMANE WORKPLACE CONDITIONS AND EMPLOYMENT PRACTICES IN THE FACTORIES WHERE OUR CLOTHING IS PRODUCED,” SAYS AMY HALL, DIRECTOR OF SOCIAL CONSCIOUSNESS AT EILEEN FISHER. “FAIRWARE SHARES THESE CONCERNS -- BY PROVIDING SOCIALLY AND ENVIRONMENTALLY RESPONSIBLE ORGANIZATIONS WITH QUALITY PRODUCTS AND THE ASSURANCE THAT THE WORK PLACE WHERE THOSE PRODUCTS ARE MANUFACTURED RESPECTS BASIC HUMAN RIGHTS AND ENVIRONMENTAL VALUES.”

LAUNCHED BY DENISE TASCHEREAU, SARAH WHITE AND ANDREA HARRIS IN 2004, FAIRWARE PROVIDES ETHICALLY SOURCED AND ENVIRONMENTALLY RESPONSIBLE PROMOTIONAL PRODUCTS, INCENTIVES, AND PREMIUMS TO COMPANIES, GOVERNMENT AGENCIES AND NON-PROFIT ORGANIZATIONS.

“BY HAVING OUR SUPPLIERS SIGN OFF ON THE FAIRWARE CODE OF CONDUCT, WHICH WAS MODELED ON THE FAIR LABOR ASSOCIATIONS’S EFFORTS, OUR CLIENTS HAVE OUR BEST ASSURANCE THAT A PRODUCT CARRYING THEIR BRAND NAME WAS ETHICALLY SOURCED,” SAYS SARAH. “THE FAIRWARE CODE SETS THE HUMAN RIGHTS STANDARDS WE ENCOURAGE OUR SUPPLIERS TO MEET.”

DURING THIS YEAR’S GRANT REVIEW PROCESS, MORE THAN 200 BUSINESSES, INCLUDING START-UPS, WERE REVIEWED BY MEMBERS OF EILEEN FISHER’S VOLUNTEER DONATIONS COMMITTEE. APPLICANTS WERE EVALUATED BASED ON 5 CRITERIA: INNOVATION, SOCIAL CONSCIOUSNESS, THE SUSTAINABILITY OF THEIR BUSINESS, USE OF THE GRANT MONEY, AND ALIGNMENT WITH THE MISSION OF EILEEN FISHER.

“SINCE OUR GRANTS PROGRAM STARTED 3 YEARS AGO, WE’VE SEEN A LOT OF GROWTH AMONG ALL OF THE APPLICATIONS WE RECEIVED,” SAYS AMY. “OUR JOY WAS IN MEETING SO MANY TREMENDOUS WOMEN WHOSE VISION AND DETERMINATION CAN BE SHARED WITH EVEN MORE PEOPLE.”

IT’S WIDELY KNOWN EILEEN FISHER STARTED HER COMPANY WITH \$350 AND A VISION. EILEEN WILL TELL YOU IT WAS SO MUCH MORE. “I COUNTED ON MY FRIENDS—AND EXAMPLES OF WOMEN I ADMIRERD—TO HELP ME STAY CONNECTED WITH MY PASSION,” SAYS EILEEN. “THEIR TRUST AND BELIEF IN MY VISION HELPED NURTURE ME AND GIVE MY IDEAS A CHANCE TO BREATHE, DEEPEN AND GROW.”

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EILEEN FISHER DESIGNS VERSATILE CLOTHES THAT INVITE WOMEN TO DRESS SIMPLY AND WITH DELIGHT. FINE FABRICS, MODERN SHAPES AND ELEGANT COLORS ARE ESSENTIAL TO HER DESIGN CONCEPT. EACH PIECE CONNECTS TO ANOTHER AND ANOTHER TO BUILD A WARDROBE THAT MOVES EASILY FROM DAY TO NIGHT. FOUNDED IN 1984, THE COMPANY REPORTED OVERALL SALES OF \$192 MILLION IN 2005. THE COLLECTION IS SOLD BY MAJOR RETAILERS AND SPECIALTY STORES ACROSS THE U.S. AND CANADA AS WELL AS IN 37 COMPANY-OWNED STORES. BASED IN IRVINGTON, N.Y., THE COMPANY OPERATES SHOWROOMS IN NEW YORK CITY, LOS ANGELES, DALLAS AND ATLANTA.

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