

For Immediate Release
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***PRODUCT IMAGERY AVAILABLE UPON REQUEST**

J BRAND TO DONATE PROCEEDS FROM JEANS IN THREE EXCLUSIVE COLORS TO NONPROFIT, CITY YEAR

LOS ANGELES – On October 18th J Brand will launch a charitable initiative, benefitting the nonprofit organization City Year, which aims to reduce the high school dropout rate by identifying public school students at risk of dropping out and providing them with mentoring, role-model and tutoring services to stay on track.

J Brand has created three limited edition colors, in its skinny fit, for both women and girls to be sold exclusively on its website, jbrandjeans.com, with 100% of the net proceeds of these jeans donated to City Year.

City Year L.A. works closely with the entertainment community to build support for their critical dropout prevention work. CAA, a partner to J Brand, and DreamWorks partner Stacey Snider, who is being recognized for her work with City Year as a 2011 Lifetime Impact Honoree at Variety's Power of Women event, were instrumental in connecting City Year and J Brand.

"After meeting with Stacey about her support and contribution to City Year, we participated in their 'Spring Break' event last year and were so moved that we created a collaboration with CAA and Stacey to raise money for this outstanding organization. High schools just a few miles from where our jeans are produced have some of the highest dropout rates in the nation. As a Los Angeles based company, City Year is a perfect way for J Brand to make a difference and give back to our community," Jeff Rudes, Founder and CEO of J Brand.

For more information on J Brand, please visit jbrandjeans.com.
For more information on City Year, visit cityyear.org.

About J Brand:

J Brand set out to create a sophisticated jean from a fashion point of view to make a woman look and feel beautiful. Known for its remarkable fit, J Brand has achieved a winning combination of style, comfort and sexiness. In the Fall of 2008, the brand introduced its men's line, reflecting modern classics with a masculine sensibility. A California-based company, J Brand is featured in specialty stores and luxury retailers in more than 20 countries worldwide.

About City Year:

City Year is an education-focused, nonprofit organization founded in 1988 that partners with public schools to provide full-time targeted intervention for students most at risk of dropping out. In more than 20 communities across the United States and through two international affiliates, City Year's teams of young AmeriCorps leaders support students by focusing on attendance, behavior and course performance through in-class tutoring, mentoring and after-school programs that keep kids in school and on track to graduate.