



J BRAND

For Immediate Release
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**J Brand Founder and CEO, Jeff Rudes, to Receive
City of Hope's *Spirit of Life*® Award**

LOS ANGELES – Jeff Rudes, founder and chief executive officer of J Brand Jeans, will receive City of Hope's most prestigious philanthropic honor at the annual *Spirit of Life*® gala on November 20, 2010 at the Beverly Wilshire in Beverly Hills. Rudes will be recognized for his business and philanthropic achievements by City of Hope's Apparel Industries Group, a committed group of industry visionaries who support City of Hope's efforts to conquer cancer, diabetes and other life-threatening diseases.

"I'm delighted to be part of this year's *Spirit of Life* efforts and to give my enduring support to City of Hope," said Jeff Rudes. "As an organization that remains at the forefront in research and treatment for cancer and other diseases, supporting them is more important than ever."

Each year, the Apparel Industries Group presents its highest honor to an individual who exemplifies the ideals and values that have guided City of Hope for nearly a century. The *Spirit of Life* represents the qualities that make an individual's life worthy of admiration: their generosity, their ability to inspire and their desire to make a difference in the world. The Apparel Industries Group continues its commitment to support the lifesaving work of physicians and researchers at City of Hope.

"We're proud to recognize Rudes' contributions to the apparel industry as a pioneer in the denim market," said Cynthia Savage, senior director of development, City of Hope. "His outstanding business and community leadership truly captures the essence of The *Spirit of Life* Award."

Born and raised in New York, with roots in the apparel industry, Rudes started in the denim business over 33 years ago on Seventh Avenue in New York City. Rudes was one of the first to pioneer the designer jean craze of the late 1970s with his first denim brand, Paris 2000. He moved from New York to Los Angeles in the early 1980s and established several apparel brands such as: Area Code and A Gold E, the denim sportswear

brand, while partnering with industry icons Adriano Goldschmied and Ron Herman.

The *Spirit of Life* event will support City of Hope's research and treatment programs for cancer and other life-threatening diseases. For more information on the event, visit www.cityofhope.org/aig. To register for the *Spirit of Life* event, contact Cynthia Savage at 213-241-7221 or csavage@coh.org.

About City of Hope:

City of Hope is a leading research, treatment and education center for cancer, diabetes and other life-threatening diseases. Designated as a Comprehensive Cancer Center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope's research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of "America's Best Hospitals" in cancer and urology by *U.S. News & World Report*. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. For more information, visit www.cityofhope.org.

About J Brand:

J Brand was established in 2005. Creating classic and sophisticated jeans, the brand has positioned itself as a leader in the premium denim market. In the Fall of 2008, the brand introduced its men's line, reflecting modern classics with a masculine sensibility. J Brand has expanded to include seasonal designer collaborations with such famed designers as Henry Duarte, Hussein Chalayan, Proenza Schouler, Christopher Kane, Erdem, Richard Nicoll, Meadham Kirchhoff and Peter Pilotto. J Brand is featured in over 2000 specialty stores and luxury retailers in over 20 countries.