

DENIM & DIAMONDS: THREE BRANDS, ONE CAUSE

Parasuco, Diesel and 7 FOR ALL MANKIND unite for the most “feel good” party of the year

Denim powerhouses put on a co-branded fashion show to raise awareness and funds for young adult cancer patients in Montreal

Montreal, April 14, 2008 – Three of the most successful denim brands in the world – Parasuco, Diesel, and 7 FOR ALL MANKIND – will reunite on May 3rd for the 2008 edition of Denim & Diamonds, one of Montreal’s most exclusive spring parties. Their co-branded fashion show will feature some of the summer’s hottest trends.

“Joining forces with other denim companies for the Denim and Diamonds event made sense to me and my family as this hits close to home for us and we are passionate about inspiring others to follow our vision and get involved,” said Joelle Berdugo Adler, president of Diesel Canada.

“Parasuco is committed to supporting Denim & Diamonds, the Hope & Cope Wellness Center, which provides much needed support to cancer patients and their families,” Rosie Parasuco, co-founder of Parasuco. “United we stand to make a difference.”

This not-to-be-missed event will feature Melanie C whose exclusive performance will kick off her Canadian solo tour. Denim & Diamonds also features Sonia Benezra who will host the evening’s VIP dinner, celebrity chef Ricardo Larrivé who has developed the menu, and Montreal’s young musical prodigy, Nikki Yanofsky.

Tickets are now on sale and going fast for Denim & Diamonds, a major fundraiser for Montreal’s Hope & Cope cancer support organization and its new Wellness Centre – unique in Quebec. “The Wellness Centre combines passion and action to improve the plight of cancer patients, ensuring that they hold on to their dignity during treatment,” concluded Adler. Tickets can be purchased for \$250.00 (VIP dinner) and \$125.00 (party).

Held at Marché Bonsecours, Denim & Diamonds is sure to maintain its status as one of Hollywood’s favorite Montreal-based galas. The event is made possible by the generous support of numerous sponsors, including Parasuco, Diesel, 7 FOR ALL MANKIND, HSBC Securities, TD Bank, and Birks.

DATEBOOK

WHO	Joelle Berdugo Adler, president, Diesel Canada Rosie Parasuco, co-founder, Parasuco Catherine Clayman, president, 7 FOR ALL MANKIND Melanie C, Sonia Benezra, Ricardo Larrivé, Nikki Yanofsky,
WHAT	Denim & Diamonds fundraising event for Hope & Cope
WHERE	Marché Bonsecours, 350 St-Paul Street East, Old-Montreal
WHEN	Saturday May 3, 2008

INTERVIEWS

To schedule an interview with Diesel Canada or Parasuco about summer trends, the history of jeans, or why they're going beyond competition to collaborate for a common cause, call Elpi Klapas at 514.966.6395 or Bradley Grill at 514.616.2000.

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MEDIA CONTACT

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About Hope & Cope

Hope & Cope is a unique volunteer-based organization that provides psychosocial support to cancer patients and their families from two locations – its home base at the Jewish General Hospital and at the JGH Hope & Cope Wellness Centre, which focuses on healing the mind, body and spirit. Hope & Cope's comprehensive and innovative programs offer support, information, practical resources and guidance to patients at all points along the cancer journey. For more information, visit www.hopecope.jgh.ca

About the JGH

Since 1934, the Sir Mortimer B. Davis - Jewish General Hospital, a McGill University teaching hospital, has provided "Care for All," serving patients from diverse religious, linguistic and cultural backgrounds in Montreal, throughout Quebec and beyond. As one of the province's largest acute-care hospitals, the JGH has achieved a reputation for excellence in key medical specialties by continually expanding and upgrading its facilities for clinical treatment and teaching, as well as research at the Lady Davis Institute for Medical Research. For more information, please visit www.jgh.ca.

About Denim & Diamonds

The purpose of Denim & Diamonds is to raise awareness among young adults in Montreal about Hope & Cope and its services, and to provide much-needed financial support for this organization.