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BOARD OF DIRECTORS ANNOUNCES NEW LEADERSHIP

Cindy Geoghegan Will Serve as Breast Cancer Network of Strength® Interim CEO

Chicago, July 7, 2010 — The Breast Cancer Network of Strength® board of directors has announced a change in leadership for the organization. Margaret C. Kirk has resigned her position of president and CEO after serving nine years. The board of directors expressed its appreciation to Kirk for her leadership.

Cindy Geoghegan has been appointed to serve as the interim CEO. A proven not-for-profit strategist and leader with extensive knowledge of the breast cancer community, Geoghegan will be focusing on creating a comprehensive strategic assessment and plan for Network of Strength. She will work closely with the board of directors, affiliates and senior headquarters staff to strengthen the organization's focus on delivering services to anyone affected by a breast cancer diagnosis.

"Breast Cancer Network of Strength's board of directors is steadfastly dedicated to the organization's success and mission to ensure, through information, empowerment and peer support that no one faces breast cancer alone," said Frank Jakosz, Network of Strength board chair.

Network of Strength provides immediate emotional relief to anyone affected by breast cancer through the YourShoes® breast cancer support center, which includes the country's only 24/7 toll-free breast cancer hotline staffed exclusively by breast cancer survivors.

"I will never forget the day I was diagnosed with breast cancer 15 years ago and how much I needed someone to talk to," said Geoghegan. "There have been many advances in breast cancer research and awareness since I was diagnosed, but even with better treatments and more awareness, there is still no replacement for talking to someone who's been in 'your shoes' after a doctor tells you that you have cancer. The core of Network of Strength's peer support is as important as it was when the organization was founded 30 years ago."

Responding to economic realities, Network of Strength recently made the difficult decision to eliminate its outreach department, including its "A Day for You" program that assisted medically underserved women in specific communities across the country. Network of Strength thanks all of the community partners, volunteers and, of course, the more than 35,000 women who participated in the successful program nationwide since 2003, and remains committed to serving anyone with breast health or breast cancer concerns through its core program, the YourShoes 24/7 Breast Cancer Support Center.

"I look forward to maintaining our focus on our mission while also defining a sustainable and vital future for the organization," Geoghegan added.

About Breast Cancer Network of Strength

Breast Cancer Network of Strength® (formerly known as Y-ME) is the oldest national breast cancer organization and works to ensure, through information, empowerment and peer support, that no one faces breast cancer alone. Network of Strength provides immediate emotional relief to anyone affected by breast cancer through the YourShoes® 24/7 Breast Cancer Support Center.

YourShoes is the country's only 24-hour toll-free breast cancer hotline staffed exclusively by breast cancer survivors who are trained peer counselors. The YourShoes Support Center provides real-time interpretation in 150 languages.

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