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**ALDO, YOUTHAIDS AND LEADING CELEBRITIES TEAM UP
TO RAISE FUNDS TO FIGHT AIDS PANDEMIC**

Salma Hayek, Ashley Judd, Christina Aguilera, Cindy Crawford, Penélope Cruz, LL Cool J, Elijah Wood and Josh Lucas To Appear in ALDO/YouthAIDS Fundraising Campaign

MONTREAL, CANADA – June 2005– Hear No Evil. See No Evil. Speak No Evil. Empowerment Tags Break the Silence and Raise Funds to Protect Youth from HIV/AIDS.

Every 15 seconds, a young person between the ages of 15-24 becomes infected with HIV/AIDS. Fifty percent of all new infections occur among this age group, and most do not know they carry this deadly virus. The simple act of buying a \$5 empowerment tag helps educate and prevent a young person from HIV/AIDS for six months.

Silence, ignorance and complacency are the biggest obstacles in the fight to prevent the spread of HIV/AIDS. ALDO and YouthAIDS are teaming up to raise funds to reverse this trend. ALDO, a global fashion footwear and accessories brand and retailer, and YouthAIDS, an HIV/AIDS education and prevention initiative have partnered to create a global fundraising and awareness campaign to educate and prevent HIV/AIDS among teenagers and young adults. Hollywood elite and the music industry's leading talent who have donated their time to the campaign, include: Salma Hayek, Ashley Judd, Christina Aguilera, Cindy Crawford, Penélope Cruz, LL Cool J, Elijah Wood and Josh Lucas.

By leveraging the proverb "Hear No Evil, See No Evil and Speak No Evil", the campaign seeks to break the silence about HIV/AIDS and educate and empower young people. The

centerpiece of the campaign is a series of intrusive black-and-white images shot by world-renowned photographer Peter Lindbergh, which portray the celebrities and "Empowerment Tags" in unexpected and provocative ways.

The "Empowerment Tag" is engraved with "Hear", "See", or "Speak" on one tag, and the AIDS ribbon on the other. The tags, which will be available at ALDO stores worldwide and on www.youthaids-aldo.org or www.aldoshoes.com in August, will retail for \$5, with 100% of the net proceeds benefiting YouthAIDS. Funds raised from the sale of the Empowerment Tags will enable YouthAIDS to educate and protect young people in more than 60 countries.

Aldo Bensadoun, ALDO, Founder and CEO.

*"Young people are the most vulnerable of contracting HIV / AIDS. Through the simple act of purchasing a \$5 Empowerment Tag, you can help protect and educate young people around the world. Not only do young people make up a large percentage of the company's associates but they also represent a very large number of our customers, we feel we have a moral obligation to present them with the facts and the risks associated with AIDS", says Aldo Bensadoun, founder and CEO of ALDO Group. "We have been committed to the fight against AIDS since the mid-1980s. Today, we are more committed than ever to finding creative ways of furthering this objective. **Once and for all, we must fight and beat HIV/AIDS in order to erase it from the face of the world.**"*

For two decades, ALDO has been an active supporter in the fight against AIDS and committed millions of dollars to AIDS awareness and research organizations, including CanfAR in Canada, AmfAR in the US, in addition to other organizations and hospitals.

Robert Hoppenheim, ALDO, General Manager, Branding and Strategic Development.

Our objective was to create a modern, cutting edge and compelling fundraising and communications campaign to fight HIV/AIDS around the world. Through the combination of bold images, a simple call-to-action to purchase the Empowerment Tag, thought-provoking statements and the power and influence of celebrity, we feel we can most effectively educate young people and make them understand the severity of this pandemic. Ultimately, we need to shake people out of their complacency, we need to understand that we are all empowered to protect ourselves and others."

Kate Roberts, YouthAIDS, Founder and Director.

This unique fundraising and awareness campaign has the power to change the course of the HIV/AIDS pandemic. Together with ALDO, we have created a platform for the public to make a statement and make a difference. The simple act of purchasing an Empowerment Tag for \$5 educates and protects a young person from HIV/AIDS for six months. Wearing the Empowerment Tag makes a bold statement about staying healthy and helping others.

The campaign will launch in August using high impact out of home advertising in major markets including New York, Los Angeles, San Francisco, Chicago, Montreal, Toronto and London. It will also appear in the world's leading fashion and lifestyle magazines and on the web, throughout the Fall season.

About ALDO

ALDO is based in Montreal, Canada where Aldo Bensadoun founded the company in 1972 and opened over 95 stores in Canada before making its retail entry into the U.S. market in 1993, and the UK in 2002. ALDO specializes in the creation of quality fashion footwear, leather goods and accessories. The company was founded on the principles of love, integrity and respect. ALDO operates more than 410 stores in North America, with another 173 operating worldwide. For more information visit the company's web site at www.aldoshoes.com.

About YouthAIDS

YouthAIDS, an HIV/AIDS education and prevention initiative of Population Services International (PSI), targets young people between the ages of 15-24 with positive, upbeat messages of abstinence, delayed sexual debut and protected safer-sex. YouthAIDS uses media, pop culture, music, theatre and sport to reach 600 million young people in 60 countries with life-saving messages, products and services. Ashley Judd has served as the YouthAIDS Global Ambassador since 2002. www.youthaids.org.

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