



NEWS RELEASE

For Immediate Release

BOB JOHNSON SPONSORS NECK WEAR COLLECTION IN ALLIANCE WITH PVH AND THE ELLA ROSE COLLECTION TO BENEFIT MALARIA NO MORE

The RLJ by Ella Rose Africa Tie Collection is Available at Select Macy's Department Stores

BETHESDA, MD// OCTOBER 24, 2012// Robert L. Johnson, founder and chairman of The RLJ Companies, today announced the launch of a philanthropic endeavor called the *RLJ by Ella Rose Africa Tie Collection*. Mr. Johnson will guest host CNBC's Squawk Box on Thursday, October 25th, where he will discuss the new neckwear collection, efforts of Malaria No More, and his latest publicly traded company, RLJ Entertainment, Inc.

The *RLJ by Ella Rose Africa Tie Collection* was created in alliance with PVH Neck Wear and proceeds directly benefit the efforts of Malaria No More to end malaria deaths throughout Africa and increase awareness of the disease. According to the WHO World Malaria Report 2011, nearly 3.3 billion people – half of the world's population is at risk from malaria. The disease kills 665,000 people each year, mostly children under the age of 5 and pregnant women in Africa.

“From my work in the U.S. and Sub-Saharan Africa, I understand firsthand the critical impact malaria has on people and communities,” said Johnson. “Malaria is completely preventable and treatable, and no one should die from the disease,” he continued. “I’m proud to be part of the effort and the progress that has been made so far in the fight against malaria. The purchase of each of the *RLJ by Ella Rose Africa* ties will have a direct impact on those most affected by malaria and will help save a life.”

Neckties from the *RLJ by Ella Rose Africa Tie Collection* are available at Macy's department stores in Baltimore, Boston, Charlotte, Seattle, and Douglaston, New York.

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About The RLJ Companies: *The RLJ Companies, founded by Robert L. Johnson, is an innovative business network that provides strategic investments in a diverse portfolio of companies. Within The RLJ Companies portfolio, Johnson owns or holds interests in businesses operating in hotel real estate investment trust; private equity; financial services; asset management; insurance services; automobile dealerships; sports and entertainment; and video lottery terminal (VLT) gaming. The RLJ Companies is headquartered in Bethesda, MD, with affiliate operations in Charlotte, NC; Little Rock, AR; Los Angeles, CA; San Juan, PR; and Monrovia, Liberia. Prior to founding The RLJ Companies, Johnson was founder and chairman of Black Entertainment Television (BET). For more information visit www.rljcompanies.com.*

About PVH: *PVH Corp., one of the world's largest apparel companies, owns and markets the iconic Calvin Klein and Tommy Hilfiger brands worldwide. It is the world's largest shirt and neckwear company and markets a variety of goods under its own brands, Van Heusen, Calvin Klein, Tommy Hilfiger, IZOD, ARROW, Bass and G.H. Bass & Co., and its licensed brands, including Geoffrey Beene, Kenneth Cole New York, Kenneth Cole Reaction, MICHAEL Michael Kors, Sean John, Chaps, Donald J. Trump Signature Collection, JOE Joseph Abboud, DKNY, Ike Behar and John Varvatos. For more information, please visit pvh.com.*

About The Ella Rose Collection: *Founded by Cara Grayer Johnson, The Ella Rose Collection launched in 2007 as a collective of artisans and designers from South America. The company mission is to create global, stylish, wearable, and ethical designs for all. What began as a simple collection of handcrafted leather totes from Buenos Aires, Argentina, has developed into an entire collection of accessories redefining classic global style. Since 2007, Cara Grayer Johnson and Daria C. Grayer have grown The Ella Rose Collection to become an innovative women led design firm. The Ella Rose Collection team has expanded; however, the company mission has remained constant and their projects have remained selective. For more information, please visit www.ellarosecollection.com.*

About Malaria No More: *Malaria No More is determined to end malaria deaths. We're helping the world get it done by engaging leaders, rallying the public, and delivering life-saving tools and education to families across Africa. Founded in 2006 by business leaders Ray Chambers and Peter Chernin, Malaria No More is working to create a world in which no one dies from a mosquito bite. For more information visit malariaenomore.org.*

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