



NEWS RELEASE

For Immediate Release

BOB JOHNSON FORMS ALLIANCE WITH PVH NECK WEAR TO BENEFIT MALARIA NO MORE

April is World Malaria Month to Build International Awareness of the Malaria Disease

BETHESDA, MD// APRIL 26, 2012// Robert L. Johnson, founder and chairman of The RLJ Companies, today announced his alliance with PVH Neck Wear to benefit Malaria No More and end malaria deaths in Africa. Johnson has championed numerous causes in the U.S. and abroad, particularly throughout Western Africa and in an effort to highlight the importance of and build awareness of World Malaria Month, he has designated the profits of his latest business endeavor, *RLJ by Ella Rose Africa Menswear Collection* to benefit efforts at Malaria No More and draw increased attention and awareness to this disease.

Malaria is a deadly disease that takes the life of a child every minute. More than 1,400 kids a day and over 655,000 people die from Malaria each year.

“I have created a humanitarian alliance with PVH Neckwear to highlight the work of an African American, women-owned design group called Ella Rose and together we have created *RLJ by Ella Rose Africa Menswear Collection* to benefit efforts at Malaria No More and draw increased attention and awareness to this disease,” said Johnson. “We intend to launch these cause-related ties during Father’s Day, this June and each purchase will have a direct impact those most affected and will help save a life,” he concluded.

Malaria No More is doing their part by helping to save lives by distributing life-saving tools like mosquito nets, rapid diagnostic tests (RDTs) and medicine throughout Africa. The disease is completely preventable and treatable with simple tools like life-saving mosquito nets and medicine. Since 2000, deaths have dropped 33 percent.

(more)

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 The Ella Rose Collection: *Founded by Cara Grayer Johnson, the Ella Rose Collection launched in 2007 as a collective of artisans and designers. The company mission is to create global, stylish, wearable, and ethical designs for all. What began as a collection of luxury leather totes from Buenos Aires, Argentina, has grown into an entire collection of accessories redefining classic global style. Since 2007, The Ella Rose Collection has grown to become a women led (and minority) design company. Although The Ella Rose Collection team has expanded, the company mission has remained constant and their projects have remained selective.*

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 Malaria No More: *Malaria No More is determined to end malaria deaths in Africa by 2015—and we're helping the world get it done. Malaria No More leverages high-impact awareness campaigns to engage the world, global advocacy to rally leadership and strategic investments in Africa to accelerate progress, build capacity and save lives. For more information visit malariaenomore.org.*

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