



Burlington Coat Factory Launches National Partnership with *The Heart Truth*[®]
to Raise Awareness and Funds for Heart Disease in Women

Burlington Kicks of Comprehensive Partnership on National Wear Red Day[®]

BURLINGTON, NJ – February 3, 2012 – Burlington Coat Factory, a leading national off-price retail chain, has joined forces with The Foundation for National Institutes of Health (FNIH) and the National Heart, Lung, and Blood Institute's (NHLBI) *The Heart Truth*[®] campaign dedicated to raising awareness of heart disease among women. The centerpiece and iconic image of the campaign is the Red Dress, intended to build awareness and motivate women to take action and reduce their risk of heart disease. As a partner of *The Heart Truth*[®], all Burlington Coat Factory locations across the country and in Puerto Rico will feature a special section dedicated to red dresses from February 6th through Easter. For every ladies and girls dress sold, Burlington will donate \$1 to the FNIH, up to \$25,000, to support *The Heart Truth*[®] and women's heart health research and education.

Burlington shoppers can also donate a dollar or more by purchasing a paper red dress icon in stores through April 8. Funds collected will support local community women's heart health grants, allocated to agencies in communities surrounding Burlington locations.

"Burlington and its customers have an excellent track record of supporting and participating in philanthropic efforts, and acknowledging that heart disease takes the life of one out of four American women, we knew we had to become involved in fighting this serious disease," said Thomas Kingsbury, president and chief executive officer. "Burlington's in store promotion and dedicated red dress section, combined with our donation programs, will help to raise funds on a local and national level, while increasing awareness of the disease and what women can do to reduce their risk."

About Burlington Coat Factory

Burlington Coat Factory is a national retail chain offering brag-worthy merchandise for the entire family and the home with up to 60 percent off department store prices every day. Departments include ladies' dresses, suits and sportswear, juniors, accessories, menswear, family footwear, children's clothing, furniture and accessories for baby at Baby Depot, home décor and gifts, along with the largest selection of coats in the nation for the entire family. Burlington Coat Factory was founded in 1972 and has expanded from a single store selling coats, to a multi-department retail chain with more than 477 stores in 44 States and Puerto Rico. For more, visit www.BurlingtonCoatFactory.com.

About *The Heart Truth*

The Heart Truth[®] is a national awareness campaign for women about heart disease sponsored by the National Heart, Lung, and Blood Institute part of the National Institutes of Health, U.S. Department of Health and Human Services (HHS). Through the campaign, the NHLBI leads the nation in a landmark heart health awareness movement that is being embraced by millions who share the common goal of better heart health for all women. To learn more, visit www.hearttruth.gov.

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