



PRESS RELEASE

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Michael Jeffries, CEO of Abercrombie & Fitch is NOT COOL

BiasHELP is disappointed in Michael Jeffries, CEO of Abercrombie & Fitch for his recent comments regarding his brand's exclusive preference for "Cool Kids": "We go after the attractive all American kid with a great attitude and lots of friends." His upfront praise of exclusivity pushes his brand - with its already frightening obsession with beauty and perfection – over the line.

Companies, like his, that market to youth should work to make room for all kids, not just the attractive ones. Other companies have done this without losing their brand identity. It's shameful that a man in his position, with the means to help youth with self-esteem issues, should choose to broadcast such a demeaning and hurtful message. More than anything, at this time, our culture needs positive and wise corporate role models.

BiasHELP, Inc. is a not-for-profit agency dedicated to preventing and addressing discrimination, harassment and violence. Utilizing a team of skilled educators, BiasHELP conducts specially tailored trainings on bullying/techno bullying as well as trainings on racism, sexism, anti-Semitism, homophobia and other forms of discrimination. For more information on BiasHELP's anti-bias programming and efforts, including Mirror Images, please visit www.biashelp.org, www.mirrorimagesdvd.com or call our toll free number at 877-END-BIAS (363-2427).