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**SAKS FIFTH AVENUE AND *SATURDAY NIGHT LIVE* PARTNER
TO CELEBRATE SNL'S 40th SEASON AND KEY TO THE CURE**

*Saks Fifth Avenue St. Louis teams up with
Gateway to Hope for the 2014 Key To The Cure Charity Shopping Weekend*

Saint Louis, MO., July 25 – Saks Fifth Avenue has announced that Will Ferrell, Ana Gasteyer, Vanessa Bayer, Cecily Strong and Colin Jost have been named as the EIF ambassadors for Saks Fifth Avenue's 2014 Key To The Cure campaign, representing talent from *Saturday Night Live's* past and current casts shot by famed *SNL* photographer Mary Ellen Matthews. Celebrated New York designers Marcus Wainwright and David Neville of rag & bone have created the limited-edition tee exclusively to benefit the campaign, which coincides with the Emmy Award-winning show's 40th Anniversary season.

Now in its 16th year, Key To The Cure has taken a new approach, offering a unisex tee for the first time. The shirt will retail for \$35 at the Saks Fifth Avenue, St. Louis store and online at saks.com and saksoff5th.com. 100% of the proceeds from each shirt sold will be donated to Gateway to Hope, benefiting charitable programs dedicated to provide comprehensive care at no cost to uninsured and underinsured individuals with or at high risk for breast cancer through its partners' donated services. The tee debuts at Saks Fifth Avenue on October 1.

Will Ferrell, Ana Gasteyer, Vanessa Bayer, Cecily Strong and Colin Jost will appear in a national public service announcement (PSA) wearing the rag & bone limited-edition tee. The Key To The Cure PSA will appear in major fashion and lifestyle magazines in September and October. Saks Fifth Avenue's charity shopping weekend will take place Thursday through Sunday, October 16 to 19, at all Saks Fifth Avenue nationwide and on saks.com and saksoff5th.com. During the shopping weekend, 2% of participating vendor sales will be donated to Gateway to Hope. In the 15 years since the inception of the Saks Fifth Avenue charity shopping weekend, the retailer has raised over \$35 million for cancer research.

In addition to the partnership for the annual Key To The Cure campaign, Saks Fifth Avenue will sell exclusive merchandise inspired by notable *Saturday Night Live* characters from seven New York designers. These items, curated by *Saturday Night Live's* Emmy-nominated costume designer Tom Broecker, will be available in Saks Fifth Avenue's New York flagship store and on saks.com during the Key To The Cure shopping weekend, October 16 to 19. The merchandise includes Mango's shorts as interpreted by Alexander Wang, The Nerds outfit as interpreted by Alice + Olivia, a dress fit for The Californians as interpreted by Diane von Furstenberg, Spartans Cheerleading uniforms as interpreted by Elizabeth and James, hats fit for The Coneheads as interpreted by Eugenia Kim, Mary Katherine Gallagher's school uniform as interpreted by rag & bone, and Gilly's dress as interpreted by Suno.

ABOUT SAKS FIFTH AVENUE

Saks Fifth Avenue, one of the world's pre-eminent specialty retailers, is renowned for its superlative American and international designer collections, its expertly edited assortment of handbags, shoes, jewelry, cosmetics and gifts, and the first-rate fashion expertise and exemplary client service of its Associates. As part of the Hudson's Bay Company brand portfolio, Saks operates 39 full-line stores in 22 states, five international licensed stores, 73 Saks Fifth Avenue OFF 5TH stores and saks.com, the company's online store.

Saks Fifth Avenue is proud to be named a J.D. Power and Associates 2012 Customer Service Champion and is only one of 50 U.S. companies so named.

ABOUT GATEWAY TO HOPE

Gateway to Hope provides comprehensive care at no cost to uninsured and underinsured individuals in the Saint Louis community who have been diagnosed with or are at high risk of having breast cancer. Since 2005, through our partners, providers and donors, Gateway to Hope has provided medical, emotional and financial care for over 660 patients.

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