



For Immediate Release

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Shop for a Cause at Saks Fifth Avenue

Benefiting Hospice of Santa Barbara

February 2, 2012, Santa Barbara, CA--- In the month of February, Saks Fifth Avenue in Santa Barbara (1001 State Street) has designated Hospice of Santa Barbara to receive 5% of purchases made with a registered Saks credit card.

Saks Santa Barbara shoppers can designate Hospice of Santa Barbara as beneficiary at the register when they check out, and it will apply to all of their purchases for the entire month of February. Credit card holders only need to register the card once, and may do so anytime between February 1-29, 2012 (this offer will apply retroactively to all purchases made in February once the card is registered).

In addition to this promotion, on February 22nd from 5-7 p.m., Saks Fifth Avenue in Santa Barbara will host a trunk show featuring shoes designed by B Brian Atwood. If you open a Saks card account that evening, you receive 10% off any purchases at that time and 5% of your purchase will go to Hospice of Santa Barbara. Wine and catered appetizers will be served at the trunk show.

Hospice of Santa Barbara “volunteers” its free professional counseling and care management services to more than 500 children and adults every month who are experiencing the impact of a life-threatening illness, or grieving the death of a loved one. For more information, call (805) 563-8820 or visit www.hospiceofsantabarbara.org.

DISCLAIMER

*APPLICABLE SAKS FIFTH AVENUE CREDIT CARD PURCHASES. PURCHASES AT LOUIS VUITTON AND FUR SALON ARE EXCLUDED. PARTICIPANTS MUST BE REGISTERED SAKS CARD HOLDERS AND SELECT FROM ONE OF THE PARTNERING CHARITIES. CUSTOMERS ENROLLMENT AND DESIGNATION IS FINAL. SPEND WILL BE CAPTURED FROM 2/1/12 – 2/29/12 AUTOMATICALLY AND ALL SPEND DURING THIS PERIOD WILL COUNT FOR THE PROMOTION REGARDLESS OF ENROLLMENT DATE. HSBC IS NOT INVOLVED WITH THE SELECTION OF THE CHARITABLE ORGANIZATIONS. PROGRAM COMMENCES AS OF THE DATE FEBRUARY 1, 2012 AND SHALL END FEBRUARY 29, 2012.

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