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June 11, 2008
Press Release
For immediate distribution

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Doral and Susan G. Komen For The Cure Puerto Rico launch campaign promoting the early detection of breast cancer

San Juan, Puerto Rico--- Doral and Susan G. Komen For The Cure Puerto Rico today announced the launch of "Ruta Pink," a historic community initiative whose objective is to promote the early detection of breast cancer by offering free mammograms throughout Puerto Rico, education about the illness, and a full-fledged advertising awareness campaign.

Breast cancer, which is the second leading cause of death among women in Puerto Rico, is also the leading cause of death among cancer patients on the Island. However, there's 98 percent chance of survival when the cancer is detected early and the tumor is still existent.

"Ruta Pink is part of Doral's ongoing commitment to our communities. While this program will benefit thousands of women in Puerto Rico, the reality is that breast cancer can impact all of us, since it could affect our mothers, daughters, sisters, or friends," said Glen R. Wakeman, president and CEO of Doral Financial Corporation.

"Ruta Pink" will visit 10 Doral Bank branches throughout Puerto Rico from June until November, including stops in cities like Arecibo, Toa Baja, Dorado, Mayagüez, Bayamón, Humacao, Carolina, Caguas, Ponce, and Guayama. A special stop has been scheduled for September 28 during the annual Susan G. Komen's *Race For The Cure* to be held at the Roberto Clemente Coliseum in Carolina.

Free mammograms will be offered to women 35 years or older that do not have health insurance, while women with private health insurance or "Reforma," the government-run healthcare program, will be offered mammograms without the applicable deductible. All mammograms will take place aboard a mobile transport operated by "Servicios Preventivos del Caribe" (Caribbean Preventive Services), a privately owned company that has been offering this type of outpatient care since 2000. Educational lectures and promotional materials will also be available for all who attend. With a total investment of over \$1 million, Ruta Pink will be supported by a six-month breast cancer awareness campaign that includes radio and television spots and print ads. The campaign's slogan reads "the road to early breast cancer detection". Glaxo SmithKline's Oncology Division, Ford, Telemundo, and Fidelity, a local radio station, are the program's co-sponsors.

“Ruta Pink is an innovative program that tackles a real necessity for communities throughout Puerto Rico, and in conjunction with our advertising campaign, we’re sure to reach thousands of women on the Island,” said Lucienne Gigante, Doral’s vice-president of Public Relations.

This community program will also provide much needed breast cancer statistics and up-to-date figures for Puerto Rico. Those statistics will be part of Susan G. Komen’s global database. “Because ‘Ruta Pink’ will be visiting several cities throughout Puerto Rico, the information gathered will allow us to work with current statistics regarding breast cancer incidence rates on the Island,” said Marie Ortiz-Rivera, executive director of Susan G. Komen For The Cure Puerto Rico.

Those interested in learning more about “Ruta Pink” can contact the program’s exclusive hotline at 787.625.5830 or visit www.rutapink.com, which will track the program’s progress following each stop. For additional information regarding breast cancer, both in English and Spanish, contact 1.877.GO.KOMEN (1.877.465.6636).

“RUTA PINK”

Stops at Doral Bank branches throughout Puerto Rico

- **JUNE 21 - Arecibo**
- **JUNE 28 - Toa Baja**
- **JULY 19 - Dorado**
- **AUGUST 9 - Mayagüez**
- **AUGUST 23 - Bayamón**
- **SEPTEMBER 6 - Humacao**
- **SEPTEMBER 13 - Carolina**
- **OCTOBER 4 - Caguas**
- **OCTOBER 18 - Ponce**
- **NOVEMBER 8 - Guayama**
- **SEPTEMBER 28 - Coliseo Roberto Clemente**

Special stop during Susan G. Komen’s “Race For The Cure”

About Susan G. Komen For The Cure Puerto Rico

Founded on March 7, 2003, Susan G. Komen’s subsidiary in Puerto Rico is dedicated to creating awareness about the importance of early detection of breast cancer and raising money for established educational programs that help fight breast cancer on the Island. Through its “Banderas” program, Susan G. Komen For The Cure Puerto Rico provides resources and supports organizations that offer help and other services to breast cancer patients on the Island, and seeks to create strategic alliances with all who wish to lend their voice in support of breast cancer awareness.

About Doral’s Pink program

In October 2007, Doral Bank created “Pink”, a program that features financial

products and services that are designed exclusively for women. Via “Pink”, Doral has committed itself to supporting a cause that affects women throughout the Island by making a donation to Susan G. Komen For The Cure Puerto Rico for every account opened or credit card approved and issued from the “Pink” program. “Pink” is part of Doral’s renewed focus and commitment to its customers and communities