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FOR IMMEDIATE RELEASE

THE PROPER AFFAIR RAISES OVER \$40,000 FOR THE ACHIEVEMENT CENTERS

DELRAY BEACH, FL (June 4, 2009) – With the Atlantic Ocean as a beautiful back drop, over 120 guests enjoyed The Proper Affair, a fashion show event held at the Delray Beach Club on May 20th. The premiere event raised over \$40,000 for the Achievement Centers for Children & Families. Boston Proper, a leading direct-to-consumer retailer of women’s high-end apparel and accessories, partnered with the Achievement Centers to host the event that featured Boston Proper’s distinctive summer fashions. This was the first event of a 3-year partnership between Boston Proper and the Achievement Centers.

Marci Gonzalez from WPTV NewsChannel 5 emceed the fashion show where guests had an opportunity to bid on 20 outfits generously donated by Boston Proper. Twenty lucky winners walked away with complete outfits that included clothing, shoes, and accessories. A Florida Keys vacation package valued over \$5,000 was also raffled at the event to one surprised guest. All proceeds raised from the fashion show support the Centers’ programs and services.

"We were thrilled and honored to be a part of this important event, inspired by the energy of the show itself, so pleased by the fantastic collaboration between Boston Proper and the Achievement Centers and absolutely delighted by The Proper Affair's success," comments Sheryl Clark, Boston Proper President. "It moved us all greatly, to be a part of bettering the lives of at-risk children and families." Clark adds, "Next year will be even bigger and better!"

"The Proper Affair exceeded our expectations and we are so grateful to Boston Proper and everyone who helped make this event an incredible success," comments Stephanie Seibel, Executive Director of the Achievement Centers Foundation. "BP staff and the committee worked tirelessly to organize and promote the event and there were countless people behind the scenes who donated their services to bring it all together," adds Seibel. "We are so fortunate for their support."

The Proper Affair committee included Dawn Dosch-Bettters, Krista Fedor, Rebecca Frieden, Emily Griffin, Amy Lang, Megan Melba, Erica Mooney, Tammy Serrano, Monique Shide, Kari Shipley and Anne Zacharis.

Sponsors for the event were muse (women’s apparel), Kolter Communities, Champion Porsche, Island Air Conditioning, Mr. and Mrs. Mark Templeton, Mr. & Mrs. Michael FitzSimons, Mr. & Mrs. Til Hazel, Searcy Denney Scarola, Barnhart & Shipley PA., Tom Murphy - Dickenson, Murphy, Rex & Sloan PA, Paradise Bank, Peachtree Settlement Funding, Mr. & Mrs. Dale Seibel, Mr. & Mrs. Carl Touhey.

ABOUT BOSTON PROPER: Boston Proper is a leading direct-to-consumer retailer of women’s high-end apparel and accessories based in Boca Raton, Florida. Boston Proper provides sensuous, distinctive fashions designed for today’s independent, confident and active woman. The merchandise focus is about creating a daring, modern style with a sensual feel. The brand differentiates itself with exotic, provocative and inspirational creative that takes the customer away and creates an emotional connection with her individuality and femininity. Boston Proper is located

at 6500 Park of Commerce Blvd in Boca Raton. For more information, please call (561) 241-1700 or visit www.bostonproper.com.

ABOUT THE ACHIEVEMENT CENTERS FOR CHILDREN & FAMILIES: The Achievement Centers for Children & Families is a non-profit social services agency that provides comprehensive services to educate, train, and support at-risk children, youth and families ensuring school readiness, skill and capacity building opportunities, higher academic performance, increased economic self-sufficiency and improved quality of family function with healthier lifestyles. Their award-winning services and NAEYC (National Association for the Education of Young Children) accredited programs serve children, age 12 months to 18 years, and adults on two campuses. Programs include quality, affordable childcare, after school and extended day programs, teen programs, adult education and community outreach services. The Centers' main campus is located at 555 NW 4th Street in Delray Beach and the Beacon Center at Village Academy campus is located at 400 SW 12th Avenue. For more information about the Achievement Centers, call (561) 276-0520 or visit www.delraychild.org.

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PR PHOTO CAPTION: Enjoying the success of The Proper Affair are (L to R) Michael Tiernan, CEO, Boston Proper, Stephanie Seibel, Executive Director, Achievement Centers, Krista Fedor, Boston Proper, Tina Snider, Achievement Centers, Anne Zacharis, Boston Proper and Sheryl Clark, President, Boston Proper.

MARCI GONZALEZ PHOTO CAPTION: Emcee, Marci Gonzalez from WPTV NewsChannel 5, described the featured outfits and entertained guests at The Proper Affair.

DELANEY (MODEL) PHOTO CAPTION: Delaney Zukowski, a volunteer model at The Proper Affair, walks the runway in a popular Boston Proper sundress and matching accessories.

KATE (MODEL) PHOTO CAPTION: Kate Volman, VP of Business Development with the Greater Boca Raton Chamber of Commerce, enjoys modeling Boston Proper's summer fashions at The Proper Affair.

CREATIVE DANCE PHOTO CAPTION: The Creative Dance Group from the Achievement Center's After School Program captivated the guests of The Proper Affair.

CREATIVE DANCE TEAM 1 PHOTO CAPTION: 5th grader, Kanisha Pinkey, waits for the music to begin her performance with the Creative Dance Group from the Achievement Center's After School Program.