

NEWS RELEASE

Michael Kors Helps Deliver 10 Million Meals to Hungry Children and is Named a UN World Food Programme Ambassador

7/22/2015

Kate Hudson Joins Michael Kors to Help Fight World Hunger

NEW YORK--(BUSINESS WIRE)-- Michael Kors is pleased to share several important pieces of news.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150722005360/en/>

Kate Hudson joins Michael Kors to help fight world hunger. (Photo: Business Wire)

First, a milestone: The brand, together with its customers has helped deliver over **10 million meals** to hungry children around the world through

the United Nations World Food Programme (WFP).

Next, an exciting announcement: Golden Globe-winning and Academy Award-nominated actress Kate Hudson is joining forces with Michael Kors to help fight global hunger.

Finally, an honor: In recognition of his philanthropic efforts, Michael Kors has been named a United Nations World Food Programme Global Ambassador Against Hunger.

All three announcements center on Watch Hunger Stop, the philanthropic campaign launched by Michael Kors in 2013, when the brand entered into a long-term partnership with WFP to help build a world with zero hunger. Since then, each sale of a Michael Kors 100 Series watch has enabled 100 children in need to receive a nutritious meal through WFP's School Meals Program.* Additionally, in October 2014, Michael Kors personally pledged to donate

100 meals for every “selfless selfie” posted on social media that showed fans posing in the Michael Kors Watch Hunger Stop T-shirt with the hashtag #WatchHungerStop. These efforts, together with donations made in Michael Kors retail stores and via text, have added up to over 10 million meals.

“I’m very proud that through our Watch Hunger Stop campaign we’ve helped WFP deliver over 10 million meals to children in need. We couldn’t have done this without the compassion and efforts of our fans and customers whose support of this important cause is inspiring,” says Michael Kors.

Kate Hudson’s support of Watch Hunger Stop will bring new levels of awareness to the fight to end world hunger. Renowned for her acting career, Kate Hudson has also been involved in numerous causes and organizations, including The Hawn Foundation and many others dedicated to children, education and human rights. “I’m proud to join Michael Kors in this global effort to end hunger,” says Hudson. “As a mother, I can’t think of anything more important than raising a healthy and educated generation of children, and WFP’s School Meals Program is committed to exactly that. This is a cause that I’m eager to be a part of because I believe we can all make a real and significant difference.”

The first project to feature Hudson and Kors together will be the October launch of two limited-edition styles of the Bradshaw watch as part of the Watch Hunger Stop campaign. Every sale of one of these special styles, named the Bradshaw 100, will enable 100 children in need to receive a nutritious meal through WFP’s School Meals program.* The watches will be available exclusively in Michael Kors stores worldwide and on michaelkors.com in the U.S. Also during the month of October, in conjunction with World Food Day on October 16, customers and visitors to Michael Kors retail stores will be able to make a \$5, \$10 or \$25 donation to WFP at the register.

“I am so excited to have Kate Hudson join me in the fight to ensure that no child anywhere in the world goes to bed hungry,” says Kors. “Not only does she have a unique star quality but she also brings an incredible amount of generosity and a can-do attitude to a cause that is extremely important to me personally. I’m grateful to work alongside her and WFP to make a real change.”

The designer’s appointment as a Global Ambassador Against Hunger for WFP illustrates the depth of his, and the brand’s, dedication to an essential goal. “We are grateful to Michael for his strong commitment to the goal of zero hunger and all the children, women and men who will have a chance at a brighter future because of his support,” says Ertharin Cousin, Executive Director of WFP. “WFP looks forward to working even more closely with Michael and his company to make a hunger free world a reality.”

“It’s an honor to be named a Global Ambassador Against Hunger, and a further inspiration to me to continue the important work of ending world hunger hand in hand with WFP,” says Kors. “WFP has a global presence, with people on the ground in countries that are most affected by hunger and malnutrition, and they’re doing an amazing

job helping families and communities build a better future for themselves.”

Information about the Watch Hunger Stop campaign can be found on watchhungerstop.com, a specially designed microsite created to serve as the hub for all of Michael Kors’ hunger-fighting philanthropic efforts. There, visitors can find a wealth of content—much of it shareable—relating to the fight against hunger, WFP and Michael Kors. They can also find out how to text to donate directly to WFP.

For more information, visit:

Watch Hunger Stop: www.watchhungerstop.com

Destination Kors: www.destinationkors.com

Michael Kors on Facebook: www.facebook.com/michaelkors

@MichaelKors on Twitter: twitter.com/michaelkors

@MichaelKors on Instagram: [instagram.com/michaelkors](https://www.instagram.com/michaelkors)

Michael Kors on Weibo: weibo.com/michaelkors

Search “Michael Kors” on WeChat

To learn more about WFP, visit www.wfp.org

World Food Programme on Facebook: www.facebook.com/worldfoodprogramme

@WFP on Twitter: twitter.com/wfp

*For every sale of a watch from the Watch Hunger Stop Collection, Michael Kors will donate US \$25 to WFP. Please note that WFP does not endorse any product or service.

About Michael Kors

Michael Kors is a world-renowned, award-winning designer of luxury accessories and ready-to-wear. His namesake company, established in 1981, currently produces a range of products through his Michael Kors and MICHAEL Michael Kors labels, including accessories, footwear, watches, jewelry, men’s and women’s ready-to-wear, and a full line of fragrance products. Michael Kors stores are operated, either directly or through licensing partners, in some of the most prestigious cities in the world, including New York, Beverly Hills, Chicago, London, Milan, Paris, Munich, Istanbul, Dubai, Seoul, Tokyo and Hong Kong.

About the World Food Programme

WFP is the world’s largest humanitarian agency fighting hunger worldwide, delivering food assistance in

emergencies and working with communities to improve nutrition and build resilience. Each year, WFP assists some 80 million people in around 75 countries.

Forward-Looking Statements

This press release contains forward-looking statements. You should not place undue reliance on such statements because they are subject to numerous uncertainties and factors relating to the operations and business environment of the Company, all of which are difficult to predict and many of which are beyond the Company's control. Forward-looking statements include information concerning the Company's possible or assumed future results of operations, including descriptions of its business strategy. These statements often include words such as "may," "will," "should," "believe," "expect," "anticipate," "intend," "plan," "estimate" or similar expressions. The forward-looking statements contained in this press release are based on assumptions that the Company has made in light of management's experience in the industry as well as its perceptions of historical trends, current conditions, expected future developments and other factors that it believes are appropriate under the circumstances. You should understand that these statements are not guarantees of performance or results. They involve known and unknown risks, uncertainties and assumptions. Although the Company believes that these forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect its actual financial results or results of operations and could cause actual results to differ materially from those in these forward-looking statements.

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Source: Michael Kors Holdings Limited

MICHAEL KORS

Mary Fontamillas, 212-201-8191

VP, Communications

Mary.Fontamillas@michaelkors.com