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**CARTIER LAUNCHES NEW LØVECHARITY BRACELET &
ANNOUNCES ACCOMPANYING NEW MUSIC AMBASSADORS**

***Janet Jackson, Fergie, Good Charlotte, Eve, Common, Hilary Duff,
Emmy Rossum, & Ashanti Named as New LØVECHARITY Bracelet Ambassadors***

New York, NY (June 6, 2008) – Cartier announces the launch of a new LØVECHARITY bracelet and accompanying ambassadors on third annual LØVEDAY celebration scheduled for June 19, 2008.

Since the Cartier LØVE bracelet was introduced more than 30 years ago, it has become one of the most coveted jewelry designs in the world and the ultimate symbol of love. Over the past two years, Cartier donated more than \$2.24 million to sixteen global charities from the sales of its LØVECHARITY bracelet, and due to the enormous success, this year Cartier will celebrate LØVEDAY with a new LØVECHARITY bracelet. The company aims to exceed last year’s donations as a number of new music ambassadors join the endeavor.

“Cartier is thrilled to have the support of such inspirational celebrities that have joined together to raise awareness for important charitable causes,” said Frédéric de Narp, President and CEO of Cartier North America. “This year Cartier is launching a new LØVECHARITY bracelet to commemorate the arts as a part of our philanthropic mission.”

The new LØVECHARITY bracelet features interlocking miniature LØVE bracelets in 18K white gold and 18K rose gold; both bracelets are graced with the word LØVE and set into a knotted silk cord available in various colors, with each cord designating support of a unique cause.

The LØVECHARITY bracelet is available for \$995 at Cartier boutiques nationwide with \$200 per bracelet benefiting its corresponding charity. On LØVEDAY, June 19th, 10% of all sales from the entire LØVE collection will benefit the partnered organizations.

As a global supporter of the arts, Cartier chose a music theme for this year's LØVE celebration. The new group of prominent music ambassadors to join the 2008 endeavor includes:

- Janet Jackson for Ovarian Cancer National Alliance – gunmetal bracelet
- Fergie for The Peapod Foundation – orange bracelet
- Good Charlotte for The Richie-Madden Children's Foundation – deep jade green bracelet
- Eve for Women In Transition – peach bracelet
- Common for Common Ground Foundation – khaki bracelet
- Hilary Duff for Blessings in a Backpack – deep plum bracelet
- Emmy Rossum for Susan G. Komen for the Cure – pink bracelet
- Ashanti for Boys & Girls Clubs of America – royal blue bracelet

The LØVEDAY celebration includes musical guest Rihanna alongside Frédéric de Narp hosting the lighting of the landmark Empire State building in festive Cartier red while guest DJs spin in Cartier boutiques in major U.S. cities including Atlanta, Bal Harbour, Beverly Hills, Chicago, New York, and San Francisco. A playlist featuring each new LØVECHARITY ambassador's favorite love song will also be available for free download at www.love.cartier.com starting June 19th.

In addition, all ambassadors who participated in the LØVECHARITY initiative since the inception of the program in 2006 will continue their involvement, with their bracelets available for purchase (complete list available upon request).

The Cartier LØVECHARITY bracelets, as well as additional new LØVE designs, will be available in Cartier's 34 boutiques in June across the U.S. and Canada. For more information, please visit www.love.cartier.com or call 1.800.CARTIER.

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