

TIFFANY & CO. FOUNDATION

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THE TIFFANY & CO. FOUNDATION ANNOUNCES GRANT TO THE TRUST FOR PUBLIC LAND

Grant for \$1,000,000 Awarded for Campaign to Save Cahuenga Peak and Famed Hollywood Sign

New York, NY (February 9, 2010) – The Tiffany & Co. Foundation today announced that it has awarded a \$1,000,000 grant to The Trust for Public Land (TPL) and its Campaign to Save Cahuenga Peak, Home of the Hollywood Sign. The award expands the Foundation’s urban parks program that originated with support for New York City’s parks through the Battery Conservancy and Friends of the High Line and now includes parks in other major cities, including Houston, Chicago and Miami.

The grant will go toward TPL’s purchase and conservation of the 138-acre Cahuenga Peak site. The property’s owners, a group of investors who purchased the land from the estate of industrialist Howard Hughes in 2002, have accepted a selling price of \$12.5 million. TPL plans to transfer the Cahuenga Peak site to the adjoining 4,200-acre Griffith Park, the nation’s fourth most visited park, thus permanently protecting the view of the Hollywood Sign and a remarkably intact ecosystem of native chaparral plants and animals.

In partnering with TPL, the Foundation fulfills its stated mission to preserve the natural heritage and important landmarks that distinguish great urban centers. “The Hollywood Sign is an American icon that holds a unique place in the nation’s collective imagination and the cultural history of Los Angeles,” said Michael J. Kowalski, chairman and CEO of Tiffany & Co. “It is a sign that cannot be separated from its untrammelled setting of hiking trails and wildlife corridors. Preserving both means that future generations may gaze on this parkland and know the California frontier before freeways and urbanization and the heritage of magic and inspiration that is Hollywood. As an American institution, Tiffany has enjoyed its share of memorable movie moments and through our foundation, is committed to protecting our natural resources and pleased to assist The Trust for Public Land in protecting this historically significant site.”

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“As a national organization which preserves open space and builds parks in cities across the country, we deeply appreciate the generous support of The Tiffany & Co. Foundation,” said Will Rogers, president of TPL. “When one thinks about it, Tiffany’s support is a good fit because the Hollywood Sign is one of our nation’s best-known and most treasured symbols. And so is Tiffany. Both of these names are known and revered around the world. We thank The Tiffany & Co. Foundation for leading this effort.”

The organizations who have joined TPL’s Campaign to Save Cahuenga Peak include the Hollywood Sign Trust, the City of Los Angeles, Santa Monica Mountains Conservancy, Mountains Recreation and Conservation Authority, the Los Angeles Department of Recreation and Parks, the Los Angeles Parks Foundation and the Hollywood Chamber of Commerce.

The Trust for Public Land (TPL) is a national, nonprofit land conservation organization that conserves land for people to enjoy as parks, community gardens, historic sites, rural lands, and other natural places, ensuring livable communities for generations to come. Since 1972, TPL has worked with willing landowners, and national, state, and local agencies to complete more than 4,500 projects in 47 states, protecting 2.8 million acres. For more, go to www.tpl.org.

Established in 2000, The Tiffany & Co. Foundation provides grants to nonprofit organizations working in two main program areas: the environment and the arts. The Foundation’s environmental conservation program promotes responsible mining, healthy marine ecosystems, the enhancement of urban environments and the preservation of culturally significant landmarks. In addition, the Foundation fosters design excellence by supporting organizations dedicated to the decorative arts. For more information on The Tiffany & Co. Foundation, please visit www.tiffanyandcofoundation.org