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***THE SAFE HAVEN PROJECT RECEIVES GRANT FROM
M·A·C AIDS FUND
\$25,000 grant to support second in a series of three HIV educational
tours throughout Ghana***

Northampton, Mass. – January 28, 2008 – The Safe Haven Project, Inc. announced today that it has received a \$25,000 grant from the M·A·C AIDS Fund, the philanthropic arm of Estée Lauder-owned (NYSE: EL) M·A·C Cosmetics to support the second in a series of three HIV education tours throughout Ghana from January 31 through February 14, 2008. The outreach in Ghana will take place in conjunction with such partners as UNAIDS Ghana, Ghana AIDS Commission and the Live and Let Live Foundation-Ghana.

The startling numbers of people impacted by HIV/AIDS in Ghana continue to serve as a constant reminder of this epidemic in this West African country. In a country where more than 50 percent of the population is female, 52 percent of women tested positive in a nationwide random sampling HIV testing of women conducted by the Ghana AIDS Commission. Further, of 20 million people in Ghana, it is estimated that 568,000 to 1.2 million are living with HIV.

“The contribution provided by the M·A·C AIDS Fund will allow us to continue to strengthen the efforts we have cultivated over the last several years in Ghana,” said Dave Butler, Founder and CEO of Safe Haven Project, Inc. “Our collaborative efforts with UNAIDS, Ghana, Ghana AIDS Commission and the Live and Let Live Foundation-Ghana are critical in educating and empowering countless youth and communities with the knowledge and tools to make an impact directly in their communities. We are truly excited to continue our outreach this year with the support of M·A·C AIDS Fund and their generous grant.”

For more than 13 years, the Safe Haven Project has supported the mission of confronting the global need for knowledge, truth and compassion for people living with, or affected by, HIV/AIDS.

In keeping with their mission to address the global need for HIV/AIDS knowledge and prevention, in October of 2005, The Safe Haven Project launched the first tour in a series of three *Mission Possible: Ghana* educational campaigns. Representatives from Safe Haven, together with local HIV-positive Ghanaian educators, joined forces to reach approximately 15,000 youth and adults in the Central and Western regions of Ghana, West Africa.

Today’s announced grant from the M·A·C AIDS Fund will help to fund a second tour to help support educational activities that are estimated to reach an additional 15,000 children, youth and adults at schools, churches and community gatherings.

Throughout the series, HIV-positive educators from Ghana and the United States will work collaboratively to provide in-depth, personal accounts to audiences throughout the region. The emphasis on personal testimonies from those living with HIV, stigma reduction and facts about transmission and prevention will provide a human face to this global issue.

“We are honored to be involved with such an important and relevant cause. We strongly believe that together we can confront the challenges that continue to impact those who are touched by AIDS and HIV and support the need for effective education to increase the awareness of this deadly epidemic on our global community,” said Nancy Mahon, executive director of the MAC AIDS Fund.

For more information on the work Safe Haven Project is doing, visit <http://www.safehavenproject.org>.

About the M·A·C AIDS Fund

The M·A·C AIDS Fund, the heart and soul of M·A·C Cosmetics, was established in 1994 to support men, women and children affected by HIV/AIDS globally. MAF is a pioneer in HIV/AIDS funding, providing financial support to organizations working with underserved regions and populations. As the largest corporate non-pharmaceutical giver in the arena, MAF strives to raise awareness of four key issues in the fight against HIV/AIDS: prevention, the link between poverty and HIV/AIDS, access to care, and adherence to medications and treatments. To date MAF has raised \$100 million (U.S.) exclusively through the sale of M·A·C’s VIVA GLAM Lipstick and Lipglass, donating 100 per cent of the sale price to the M·A·C AIDS Fund. For more information, visit www.macaidfund.org.

About The Safe Haven Project

The Safe Haven Project (www.safehavenproject.org), a non-profit service learning organization, confronts the global need for knowledge, truth and compassion for people living with, or affected by, HIV/AIDS by designing and delivering multi-faceted service forums and unique learning opportunities focused on prevention, awareness and community outreach. The Safe Haven provides educational opportunities to the greater community of young people, encouraging them to realize the power of the individual to create profound and lasting change in the world around them.