

RIDGEFIELD RESIDENT SELECTED AS WARRIOR OF THE WEEK BY FORD'S WARRIORS IN PINK AND "THE VIEW"

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Local hero appears on TV show and is honored for being a warrior in fight against breast cancer

DEARBORN, Mich., October 2, 2006 – Maureen Lutz of Ridgefield, Conn., was chosen from hundreds of entrants to appear on "The View" as part of the "Warriors of the Week" program, a partnership between ABC's "The View" and Ford's Warriors in Pink initiative.

In honor of breast cancer awareness month, Ford and ABC's "The View" have partnered to create the "Warrior of the Week" program, a celebration of the heroes who fight breast cancer. "The View" asked its audience submit stories, through their Web site, about the breast cancer Warrior in their lives – whether themselves or a loved one who stands beside them, or someone who does their part to help end the disease. Each week, a warrior is selected to appear on the show with their loved ones.

"The 'Warrior of the Week' campaign is a way to commemorate the fighting spirit exemplified by those affected by breast cancer," said Connie Fontaine, Special Events and Sponsorships Manager for Ford Motor Company. "Our partnership with 'The View' allows us to further extend our commitment to supporting the men, women and children engaged in the battle against this insidious disease."

Lutz, a breast cancer survivor, was nominated by her friend and fellow breast cancer survivor, Katie Greenberg. During Katie's double mastectomy, Lutz made her ordeal a little easier and her journey to recovery a little more manageable. She offered honest answers about her own frustrating experience during her mastectomy. Because of the challenging obstacles she faced, she created a "Necessities Bag," which includes essential items like bandages, ointment, comfortable tee-shirts and other items, for women going through similar situations. These bags are available to mastectomy patients free of charge and it is Maureen's mission to help make the Necessities Bag available to every woman who needs one. She will appear on the October 2 episode of "The View" with three loved ones to share her story.

Excerpt from entry:

"She is a breast cancer survivor and as she calls it a breast cancer thriver!! After her mastectomy and reconstruction surgery, she could barely lift her arm, surgical drains hung off her body, and just getting to the bathroom was a huge effort. The things she packed for the hospital were all wrong, homecoming was overwhelming, and the humiliation of it all sent her spirits plummeting. She decided to find a way to help other mastectomy patients avoid a similar experience. I was the very first recipient of a Necessities Bag, but since then, Maureen has managed to put a bag into the hands of over 175 grateful women. I am in awe of Maureen and all she does to make life easier for women diagnosed with breast cancer."

"I was a grown woman when I found out the cause of my mother's death. I was 10 when she died and I never knew that she had breast cancer. Clearly this knowledge has had a lasting impact on me and has propelled me to be a vocal advocate for early detection and regular mammograms,"

said Rosie O'Donnell, Moderator, ABC's "The View."

Ford's Warriors in Pink initiative raises funds for the Susan G. Komen Breast Cancer Foundation through the sale of specially designed clothing and accessories for men, women and children on fordcares.com. 100% of the net proceeds from Warriors in Pink gear benefit the Komen Foundation. Ford has supported the Komen Foundation for 12 years by being the National Sponsor of the Komen Race for the Cure ® Series and has dedicated more than \$87 million in gifts and in-kind donations.

Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures and distributes automobiles in 200 markets across six continents. With about 300,000 employees and more than 100 plants worldwide, the company's core and affiliated automotive brands include Aston Martin, Ford, Jaguar, Land Rover, Lincoln, Mazda, Mercury and Volvo. Its automotive-related services include Ford Motor Credit Company. For more information regarding Ford's breast cancer awareness initiatives, visit www.fordcares.com.

The View

"The View" is produced by and features ABC News correspondent Barbara Walters, entertainer Rosie O'Donnell, comedian Joy Behar and former "Survivor: The Australian Outback" participant Elisabeth Hasselbeck. "The View" is the original forum in which real women discuss everyday issues and share their no-holds-barred opinions and engage in colorful conversations.

Since its launch, "The View" has received 20 Daytime Emmy® Awards, including Outstanding Talk Show. The show has received numerous nominations, including nine consecutive nominations for Outstanding Daytime Talk Show and Outstanding Talk Show Host. "The View" is seen live MONDAY-FRIDAY (11:00 a.m.-12:00 noon, ET; CLOSED-C APTIONED; in stereo, TV-14; HDTV) on ABC. "The View" is broadcast in 720 Progressive (720P), ABC's selected HDTV format, with 5.1-channel surround sound). Visit "The View" on the Web at abc.com (keyword: theview).

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