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FOR IMMEDIATE RELEASE

**Delta Air Lines' Sky Magazine Joins Hard Rock International,
American Guitar & Band and Designer Carlos Falchi to Create an Exclusive,
One-of-a-Kind Guitar Strap to Benefit The Breast Cancer Research Foundation®
*Melissa Etheridge wears the specially designed guitar strap on Sky's October cover***

MINNEAPOLIS (Sept. 28, 2009) – Sky magazine, the travel, business and lifestyle publication of Delta Air Lines, has partnered with Hard Rock International, American Guitar & Band and renowned accessories designer Carlos Falchi to create an exclusive, one-of-a-kind guitar strap to be auctioned off for breast cancer research and awareness.

Carlos Falchi custom made the Swarovski crystal-encrusted, pink snakeskin strap for Grammy® winner, breast cancer survivor and Hard Rock *PINKTOBER™* Ambassador Melissa Etheridge and the October cover of Sky magazine. The online auction, benefitting The Breast Cancer Research Foundation, can be found at www.deltaskymag.com/bidforacause from September 29 through October 31. The strap has been autographed by both Etheridge and Falchi and is valued in excess of \$2,000.

"We saw the October issue of Sky as a great opportunity to directly connect to a topic that Delta is involved with in the community and to put our own spin on it," said Jayne Haugen Olson, editor in chief of Sky. "Hard Rock International and Delta created a unique concert in the sky aboard Delta's pink plane with Melissa Etheridge and it became a natural connection for Sky to feature Ms. Etheridge on our cover."

"As we worked with Ms. Etheridge's team, the idea of a pink guitar strap seemed all too appropriate," said Olson. "We reached out to American Guitar & Band owners Cory and Stephanie Lake, who have an exclusive partnership with famed fashion accessories designer Carlos Falchi on a distinctive line of couture-quality guitar straps. They enlisted Falchi to create the one-of-a-kind strap for Ms. Etheridge and the end result, 'La Vie en Rose,' speaks for itself. We hope it sparks an interest and raises significant dollars for The Breast Cancer Research Foundation."

Sky's cover story, "Seeing Pink," focuses on the growth of cause marketing as it relates to breast cancer awareness and research and features an interview with Etheridge, who tells readers about her fight to beat cancer and her ongoing pursuit to find a cure for the disease.

Details about the auction can be found at www.deltaskymag.com/bidforacause, www.hardrock.com, and www.americanguitarandband.com.

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About Sky

Sky is the onboard travel, lifestyle and business magazine of Delta Air Lines, the world's number one airline. The new *Sky* debuted in April 2009 onboard all Delta and Northwest flights, on newsstands across the country and online at www.deltaskymag.com. MRI spring 2009 research indicates the unduplicated net audience of *Sky* and *NWA World Traveler* as 5.3 million readers monthly—more readers than any other in-flight magazine and most travel and business publications. *Sky* is published by MSP Communications, one of the largest regional consumer/trade publishers in the nation and the largest in the north central United States.

About Carlos Falchi

Known as the “rock star of the fashion accessory industry,” Carlos Falchi’s designs in exotic leathers are found in the world’s top boutiques and department stores. While working as maitre d’ at New York’s legendary Max’s Kansas City in the 1960s, Falchi’s self-designed and hand-created patchwork snakeskin ensembles caught the eye of the musicians that came through the door. Falchi turned his attention to designing handbags in the 1970s, and over the past four decades he has created some of the most distinctive and desirable handbags on the market, always instantly recognizable and often featuring his trademark patchwork of color and texture.

About American Guitar & Band

Established in 2000, Minneapolis’s American Guitar & Band is among the nation’s premier independent musical instrument retailers. Owned and operated by Cory Lake, a guitar enthusiast and recording engineer, and his wife, Dr. Stephanie Lake, a design historian and museum curator, AG&B is heralded as both an elegant showplace and a “musical candy store.” With broad appeal to beginning students, professional musicians and seasoned collectors alike, they provide lessons for more than 400 local students each week, host free, private clinics with top touring musicians and renowned gear builders and sell big brand and rare boutique instruments to more than 90 countries worldwide. AG&B is the only music store invited to create a pop-up shop in Neiman Marcus, and the Lakes’ ongoing interest in the intersection of fashion, design, and music has led to their reputation as industry innovators and tastemakers. For more information on American Guitar & Band, visit <http://www.AmericanGuitarandBand.com>.

About Hard Rock International

With a total of 159 venues in 52 countries, including 129 cafes and 12 hotels/casinos, Hard Rock International is one of the world's most globally recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock hotels/casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Tulsa, Pattaya, Bali, Macau and Penang. Additional hotel and casino projects have been announced in Singapore scheduled to open in 2010; Palm Springs, Atlanta and Panama, scheduled to open in 2011; Hungary, Dubai and Abu Dhabi, scheduled to open in 2012. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For more details on Hard Rock Hotels and Casinos, visit www.hardrockhotels.com. For more information on Hard Rock International, visit www.hardrock.com.

About The Breast Cancer Research Foundation

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In October 2009, nearly \$29 million will be awarded to more than 170 scientists across the United States and Europe and in Australia, Canada, Latin America and the Middle East. BCRF perseveres in directing at least 85 cents of every dollar raised directly to research. For the eighth consecutive year, BCRF received Charity Navigator’s highest rating, four stars, thus outperforming more than 99.8 % of the 5,400 evaluated charities; in addition, the American Institute of Philanthropy has awarded BCRF its highest possible rating of A+. BCRF is the only breast cancer organization in the United States to receive these accolades. For more information, visit www.bcrfcure.org.