

For Immediate Release
November 28, 2014

For more information:
Leah Minium
5W Public Relations
212.999.5585
Lminium@5wpr.com

Ansell News Bureau
news@ansell.com
732.345.2128

**LIFESTYLES[®] CONDOMS AND THE AIDS HEALTHCARE FOUNDATION LAUNCH
#UniteToFightHIV SOCIAL MEDIA CAMPAIGN FOR WORLD AIDS DAY**

For every #UniteToFightHIV update during the campaign,

The makers of LifeStyles brand condoms will donate a condom to the AIDS Healthcare Foundation

(28 November 2014) Iselin, NJ: Ansell, a global leader in protection solutions and the makers of LifeStyles Condoms, one of the nation's leading condom brands, today announced the launch of the #UniteToFightHIV, a social media campaign in partnership with the AIDS Healthcare Foundation to raise awareness for World AIDS Day on December 1, 2014.

The #UniteToFightHIV campaign implores sexually active individuals to get tested, know their status, and get treated while encouraging their social circles to do the same via social media. Through midnight on December 1, #UniteToFightHIV will ask the *AIDS Healthcare Foundation* and LifeStylesUSA's nearly 800,000 collective social media fans and followers as well as their circles to unite in the worldwide fight against HIV by having users donate their statuses to AIDS awareness. For each status shared on Facebook, Twitter and Instagram with the hashtag #UniteToFightHIV, the Company will donate a condom, up to 50,000 condoms, to the AIDS Healthcare Foundation to help prevent the spread of HIV.

"Education and prevention are key points of focus for our Company and community, and we are eager to launch a new campaign with the AIDS Healthcare Foundation to raise awareness for World AIDS Day," said Carol Carrozza, Vice President Marketing North America for Ansell Healthcare, the makers of LifeStyles Condoms. "Last year, we saw the impact of social media on this day, and were proud to partner with AHF to donate 25,000 condoms. This year, we hope to further our awareness campaign by increasing engagement with our fans and followers as we continue the fight."

The condom maker will ask participants to craft their own messages using the #UniteToFightHIV hashtag on Facebook, Twitter and Instagram, and/or share / re-post a meme posted on the *AIDS Healthcare Foundation* and LifeStylesUSA social platforms, highlighting the following statistics:

- Worldwide over 35 million people are living with HIV, but an estimated 19 million of them don't even know it
- About 1 in 4 new HIV infections in the U.S. is a young adult aged 13-24

- In the U.S., 1 in 5 gay men living with HIV don't even know it

"While World AIDS Day provides many opportunities to remind people that the war on AIDS is not over, we know that encouraging sexually active individuals – especially young people – to protect themselves through consistent condom use is a message that must be shared every day through as many channels as possible," said Christopher Johnson, Associate Director of Communications for AIDS Healthcare Foundation (AHF). "By partnering with LifeStyles and encouraging our supporters to use the #UniteToFightHIV hashtag on World AIDS Day, we're inviting thousands of people to send a powerful message to their friends and family about acting responsibly."

For more information about the campaign, visit: www.AIDSHealth.org/WAD or follow:

- LifeStyles Condoms on Facebook: [Facebook.com/LifeStylesUSA](https://www.facebook.com/LifeStylesUSA)
- LifeStyles Condoms on Twitter: [@LifeStylesUSA](https://twitter.com/LifeStylesUSA)
- AIDS Healthcare Foundation on Facebook: <https://www.facebook.com/AIDShealth>
- AIDS Healthcare Foundation on Twitter: [@AIDSHealthcare](https://twitter.com/AIDSHealthcare)
- AIDS Healthcare Foundation on Instagram: <http://instagram.com/aidshealthcare>

ENDS

About the LifeStyles Brand

Based out of Iselin, NJ, the LifeStyles brand was launched in 1985 as a U.S.-based consumer products division of Ansell Limited, a global leader in healthcare barrier protective products with operations in the Americas, Europe, Asia and Australia. With over 20 styles of condoms and an assortment of other pleasure products on the market, the brand and its affiliates are some of the leading distributors of sexual health goods in the U.S. and Canada. More information on the LifeStyles brand can be found at www.lifestyles.com. For more information on Ansell and its other products, please visit www.ansell.com.

About Ansell

Ansell is a world leader in providing superior health and safety protection solutions that enhance human well-being.

With operations in North America, Latin America/Caribbean, EMEA and Asia, Ansell employs 13,000 people worldwide and holds leading positions in the personal protective equipment and medical gloves market, as well as in the sexual health and well-being category worldwide. Ansell operates in four main business segments: Medical, Industrial, Single Use and Sexual Wellness.

Information on Ansell and its products can be found at www.ansell.com.

About AIDS Healthcare Foundation

AIDS Healthcare Foundation (AHF), the largest global AIDS organization, currently provides medical care and/or services to more than 362,000 individuals in 36 countries worldwide in the US, Africa, Latin America/Caribbean, the Asia/Pacific Region and Eastern Europe. To learn more about AHF, please visit our website: www.aidshealth.org, find us on Facebook: www.facebook.com/aidshealth and follow us on Twitter: [@aidshealthcare](https://twitter.com/aidshealthcare).

PRESS RELEASE



HyFlex[®] GAMMEX[®] SKYN[®] ACTIVARMR[®] MICROFLEX[®]

© and [™] are trademarks owned by Ansell Limited or one of its affiliates. © 2014 Ansell Limited. All Rights Reserved.