

Contact: Melissa Chefec, MCPR Public Relations, 203-968-6625

For Immediate Release

**ANNOUNCING TIME FOR LYME® ROCKIN' HOUSE PARTY
RAISING FUNDS FOR THE RESEARCH CENTER AT COLUMBIA MEDICAL CENTER
March 3, 2007 Gala Honors Designer Tommy Hilfiger
and Outstanding Recognition Award for Dr. Charles Ray Jones**

Greenwich, CT, January, 2007 — Time for Lyme, Inc.®, a nonprofit Lyme disease prevention, education, research and advocacy group, has announced plans for its fifth gala to raise funds for Lyme disease research and education, including the first endowed Lyme Disease Research Center at Columbia University Medical Center in New York City. The themed gala, A Rockin' House Party will bring you back to your carefree college days. The fun takes place on Saturday, March 3, 2007, at the Hyatt Regency in Greenwich, CT.

Tommy Hilfiger, designer of the one of the most widely recognized and innovative brands, will be honored with Time for Lyme's Public Awareness Award.

"I am delighted to be honored by the Time for Lyme organization. It is an incredibly important organization that strives to educate people and raise awareness about this disease. I don't think many people realize just how debilitating Lyme disease can really be. But this organization has dedicated itself to the cause, truly making a difference in early detection, prevention, and ultimately helping to ensure a higher rate of cure for this illness." – Tommy Hilfiger

Brooke Landau, ABC Anchor (San Diego) will be the host of the evening. Beginning at 6pm, attendees will enjoy a cocktail reception and silent auction. A festive themed dinner and live auction with a short and inspiring program will follow. The live auction features The Robb Report 'Car of the Year' Experience, which gives car enthusiasts the opportunity to test drive the world's finest 2008 model cars with the Robb Report editors. It all takes place in Napa Valley, CA on a fall weekend this year during Napa Valley's beautiful harvest season. Your reviews will help create the Robb Report's February '08 "Car of the Year" issue. Have fun with models such as the Bugatti Veyron, Bentley, Ferrari, Aston Martin, Maserati 2008 model cars, and many more.

Guest will dance to the music of the Jay Prince band. Dress is casual, of course! Think house party cool at Time for Lyme "University."

Time for Lyme, Inc. is grateful to all the generous sponsors of this year's event: Major sponsors include: Aristeia Capital, Bank of America, Brooks, Torrey & Scott, Inc., Citicorp, Daniel K, George Little Management, Goldman, Sachs & Co., Greenwich Hospital, Hoenig, Kenneth F. Bacco, Inc., Lehman Brothers, Maureen McCort, Maclaren USA, Inc., Morgan Stanley, Nestle Waters, Richards of Greenwich, Ermenegildo Zegna, The Robb Report, Saks Fifth Avenue, Tiffany & Co. and UBS.

"Lyme disease is one of the fastest-growing infectious diseases which effects society today. People need to know that we are all at risk for contracting this disease which lurks in our own back yard. Ticks are small and can be dangerous. Symptoms of Lyme disease are not always consistent or obvious therefore the infection can grow to the level of Chronic Lyme which can take years to cure, if ever. Time for Lyme's major priority is to understand the science and pathology of this complicated illness." notes Linda Huston, co-chair of the event.

The Centers for Disease Control and Prevention, reported incidences of Lyme disease rose 40 percent in the year 2002 alone, (the last year Connecticut required labs to report on Lyme disease). Many scientists believe that reported cases may only represent 10 percent of actual cases.

In partnership with Lyme Disease Association (LDA), Time For Lyme created the first center in the world dedicated to the study of Chronic Lyme disease. Through successful fundraising efforts, Time For Lyme has been able to donate almost \$3 million to open the Columbia Lyme Disease Research Center. The Center's research mission includes studies of new diagnostic tests, clinical and immunological challenges of Lyme, markers for genetic vulnerability and predisposition to tick-borne illness, the study of tick-borne co-infections, functional and structural brain imaging, and well-controlled studies of new treatments.

Tickets for the gala begin at \$400 per person, with various levels of support and corporate sponsorships available. For tickets and information please call our benefit office at 212-763-8592.

TIME FOR LYME'S MISSION STATEMENT:

"Time For Lyme is an organization dedicated to eliminating the devastating effects of Lyme disease and other tick-borne illnesses. Our mission is to prevent the spread of disease, develop definitive diagnostic tools and effective treatments, and to ultimately find a cure for tick-borne illness by supporting research, education, and the acquisition and dissemination of information. In addition, we will continue to act as advocates for Lyme disease sufferers and their families through support of legislative reform on the federal, state and local levels. Each and every member of our Board has passionate energy and true dedication to overcoming this insidious disease." For more information, please call 203-969-1333, visit www.timeforlyme.org or email timeforlyme@aol.com.