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DATE: 6/29 TIME: 5:00 PM

FAX #: 202-456-7805

TO: MARINA BERRY

CO: PRESS OFFICE - THE WHITE HOUSE

FROM: JULIA WEINTRAUB

FINAL RELEASE

NUMBER OF PAGES INCLUDING COVER 2

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LOVING & WEINTRAUB

For Immediate Release

Contact: Jill Eisenstadt
Loving & Weintraub
212.935.1033

First Lady Hillary Clinton Is "Well Heeled" in Bruno Magli –

The First Lady Quietly Makes Private Purchase of the Italian Shoes in Palermo – Contrary to Previous Reports

(June 28, 1999) – New York, NY and Palermo, Italy – Hillary Clinton proves that Bruno Magli shoes are *politically correct*, but previous reports of her shopping experience were incorrectly reported. Mrs. Clinton, who was in Europe last week, did take some time off for shopping although prior reports of a personal visit to the Bruno Magli store and extent of purchases were untrue.

Members of the First Lady's delegation visited the Bruno Magli store on via Ruggero Settimo and purchased shoes from the Magli collections. Subsequently, they asked store executives if shoes from the store could be brought to Mrs. Clinton at her suite at Villa Igea, one of Italy's most famous hotels.

The Bruno Magli company considers the First Lady a loyal customer and was happy to oblige. Mrs. Clinton did purchase six pairs of Bruno Magli shoes that day. Initially, a report was inaccurately filed via an Italian News Service, released to the U.S. and was never approved by the Bruno Magli corporate headquarters.

According to company Chairman Morris Magli, "We are very proud to have Mrs. Clinton as a Bruno Magli customer. For many years she has worn shoes from our collections. Internationally, she is considered an woman of style and we are pleased that she continues to choose Bruno Magli shoes to compliment her fashions. We realize the difficulty she has visiting stores in person, so we are always happy to bring a selection of shoes to her for her review as we do for many of our high profile customers."

Bruno Magli is a 60-year-old, family owned business based in Bologna, Italy. The company, which is internationally renowned for quality, fit and Italian style has freestanding stores throughout the Far East, Europe and the U.S.. Mrs. Clinton joins other international celebrities who "step out" in their Magli's including: *Mel Brooks, Joan Collins, Helen Hunt, Roma Downey, Michelle Pfeiffer, Paula Abdul, Holly Robinson and others.*

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LOVING & WEINTRAUB

Date: June 25, 1999

TO: Ms. Marsha Berry
Press Officer, The First Lady's Press Office

FR: Jill Eisenstadt
Senior Vice President

RE: Bruno Magli

I am very sorry you had to wake up to this situation today. I am sure that it is the least of your worries, but an annoyance none the less. Apparently, Mrs. Clinton sent a note to Mr. & Mrs. Magli that was hung in the Bruno Magli store window in Palermo which caused the interest in her purchase of the Bruno Magli shoes. The story "grew" over ANSA (the Italian news and wire service) and traveled "gossip style" to us in New York where it was further reported incorrectly. I only received 2 calls. I have a feeling that it had much greater impact in Italy than here.

I will be happy to send out a communication correcting the situation and will forward you a draft to review later today. In the interim, Mr. & Mrs. Magli read some inaccurate news articles in Bologna and were very upset as Mrs. Clinton has been a loyal customer for many years and do not want to see the relationship tarnished over this situation.

In my best "literal" translation following is the text that the Magli's have asked us to forward via handwritten note to Mrs. Clinton. We will "Americanize" the literal translation and send it directly to her, but I thought under the circumstances you should see a copy as well.

Dear Mrs. Clinton,

We were honored and thank you for choosing once again to shop with Bruno Magli during your recent journey to Sicily. We are very sorry and are asking you to excuse the news the Italian journalist who incorrectly stated the number of Magli shoes and the fact that they were complimentary. We did not and would not give this type of information to the press and would not dilute the message, our beneficial relationship or condone the spread of this inaccurate information.

With our continued best wishes for you and your Senatorial run.

Morris and Rita Magli

Again, I am sorry for the misunderstanding and confusion over the facts concerning Mrs. Clinton's visit to Palermo.



**CALZATURIFICIO MAGLI - Fax**

DATA/Date: 25/06/99
DA/From: ALBERTO LANZONI
A/To: LOVING & WEINTRAUB - Attention GIADA
N° PAGINE/n.° of pages: 1
(inclusa questa/this included)

OGGETTO/Re: Biglietto ringraziamento e scuse dr. Morris Magli

Cara Giada,

ritieni che il testo qui sotto possa andare bene come biglietto di ringraziamento-scuse ?

Fammi sapere e ti farò pervenire il biglietto scritto a mano dal dr. Magli. Grazie.

Alberto Lanzoni

-----inizio testo-----

Gentile Mrs. Clinton,

siamo onorati, e la ringraziamo, per aver scelto ancora una volta, durante il suo viaggio in Sicilia, le calzature **BRUNO MAGLI**.

Ci scusiamo per la notizia, apparsa sui giornali italiani, in cui si dice che le scarpe Magli le sono state regalate: non abbiamo mai diffuso questo genere di informazioni e tengo a precisare, comunque, che il relativo importo è stato devoluto in beneficenza per la lotta contro il cancro.

Con i migliori auguri per la sua elezione a senatrice.

Morris e Rita Magli

-----fine testo-----

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