

REVLON



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Revlon Announces a Planned Promotional Partnership With MGM To Support the 20th James Bond Film, 'Die Another Day'

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Cosmetic Giant Will Create Global Marketing Campaign Themed To the 'Unforgettable Women of Bond'

Revlon (NYSE: REV) today announced a planned promotional partnership with MGM to support the 20th James Bond film, "Die Another Day," produced by Michael G. Wilson and Barbara Broccoli for EON Production. The Company plans to create a global marketing campaign linked to the film that will include advertising support, in-store promotion, an online component, integrated marketing events and public relations support. The global marketing campaign will reinforce Revlon's "Unforgettable Women" positioning and will be synergistic with the James Bond equity. Revlon spokesperson and Academy Award(TM) winning actress Halle Berry, stars in the film.

"Revlon's heritage as an exciting brand that celebrates women of unforgettable glamour and style complements the action-packed mystique of the James Bond equity," said Kristin Patrick-Petersen, vice president of brand exposure for Revlon. "We are thrilled to be partnering with a film that celebrates strong, independent women who make their mark and are, in our minds, unforgettable."

"Die Another Day is an incredibly exciting project, and we're partnering with vivid and vital brands that accentuate our promotions' distinctiveness," says Mary Goss Robino, senior vice president of worldwide promotions for MGM Distribution Company. "Revlon is a legendary brand with worldwide recognition. Especially with Revlon spokesperson Halle Berry as Bond's new co-star, it's a perfect partnership."

About Revlon

Revlon is a worldwide cosmetics, skincare, fragrance and personal care products company. The Company's vision is to become the world's most dynamic leader in global beauty and skincare. Web sites featuring current product and promotional information, as well as corporate investor relation's information can be reached at www.RevlonInc.com, www.Revlon.com, and www.Almay.com. The Company's brands include Revlon(R), Almay(R), Ultima(R), Charlie(R) and Flex(R) and they are sold worldwide.

About MGM

MGM Pictures is a unit of Metro-Goldwyn-Mayer Inc. Metro-Goldwyn-Mayer Inc. (NYSE: MGM), through its Metro-Goldwyn-Mayer Studios Inc. subsidiary, is actively engaged in the worldwide production and distribution of entertainment product, including motion pictures, television programming, home video, interactive media, music, and licensed merchandise. The Company owns the largest modern film library in the world, consisting of more than 4,100 titles. Its operating units include MGM Pictures, United Artists, MGM Television Entertainment, MGM Networks, MGM Distribution Co., MGM Worldwide Television Distribution, MGM Home Entertainment, MGM Entertainment Business Group, MGM Consumer Product, MGM Music, MGM Interactive, and MGM Online.

In addition, MGM owns a 20 percent equity interest in four of Rainbow Media's successful national cable networks -- American Movie Classics (AMC), Bravo, The Independent Film Channel (IFC), and WE: Women's Entertainment, and has ownership interests in 15 television channels internationally. For more information on MGM, visit MGM Online at <http://www.mgm.com>.

SOURCE Revlon

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