

# REVLON



# Elizabeth Arden

NEW YORK

## **Revlon Signs Rising Hollywood Actress Eva Mendes; Rising Talent Will Premiere in Revlon Advertising Campaign in Early 2003**

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NEW YORK, Oct 2, 2002 (BUSINESS WIRE) -- Revlon announced today that Eva Mendes, one of Hollywood's hottest rising stars, would appear in a variety of national advertisements for the Company beginning in early 2003.

Mendes, an exotic beauty of Cuban descent, joins an elite group of beautiful, multi-talented women who currently represent Revlon, including Halle Berry, Julianne Moore, Rachel Weisz, Karen Duffy and James King.

Mendes will make her first appearance for Revlon in a variety of in-store merchandising materials and a new national television campaign beginning January 2003. "We are thrilled to have Eva represent Revlon," states Debra Leipman-Yale, Executive Vice President and General Manager, Revlon Global Brand Equity Group. "Eva is beautiful, confident and a rising star to watch. She is incredibly versatile and truly represents the spirit of the Revlon brand."

Mendes, one of the busiest actresses working in Hollywood today, is well known both domestically and internationally. She has already made her mark in film, establishing an impressive roster of work in just a few years. Born in Miami, Mendes was raised in Los Angeles where she began studying with Ivana Chubbuck, who has coached some of Hollywood's most influential actors, including Halle Berry and Elisabeth Shue, both of whom Ivana worked with to prepare for their Oscar-winning roles. Eva's studies led to her being cast alongside Denzel Washington in the box office smash Training Day followed by the hit movie All About The Benjamins with Ice Cube.

Mendes recently returned from Mexico where she filmed her starring role opposite Antonio Banderas and Johnny Depp in Once Upon A Time in Mexico, a film directed by Roberto Rodriguez and scheduled for release in March 2003. She has also just completed filming the leading role opposite Denzel Washington in the upcoming film Out Of Time, for director Carl Franklin, which will debut in May 2003. This fall, Mendes begins shooting The Fast and Furious 2 starring opposite Paul Walker, for director John Singleton.

"I am thrilled to be associated with Revlon, an icon beauty brand that appeals to many different women. Growing up, my girlfriends and I really liked Revlon products because they were not only great but also accessible. One of the perks of being a girl is playing with makeup and I take full advantage of that! This will be an ideal relationship for me!"

Revlon(R) is a worldwide cosmetics, skin care, fragrance and personal care products company. The company's vision is to become the world's most dynamic leader in global beauty and skin care. A web site featuring current product and promotional information can be reached at <http://www.revlon.com>. Revlon brands include Revlon(R), Almay(R), Ultima II(R), Charlie(R) and Flex(R), which are sold worldwide.

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