

REVLON



Elizabeth Arden

NEW YORK

Revlon Launches Integrated Global Marketing Program to Support Upcoming Lions Gate Film Dirty Dancing: Havana Nights

February 2, 2004

NEW YORK, Feb 2, 2004 (BUSINESS WIRE) -- Revlon (NYSE: REV) will launch a 360-degree, integrated marketing program to promote the company's partnership with the new Lions Gate Films release (produced in conjunction with Miramax Films) Dirty Dancing: Havana Nights, which opens in theatres nationwide on February 27, 2004, starring young film sensation Diego Luna (Y Tu Mama Tambien and Frida) and rising star Romola Garai. Lions Gate Films is the motion picture acquisition, production and distribution arm of Lions Gate Entertainment (AMEX and TSX: LGF).

Revlon has developed a comprehensive 360-degree global marketing campaign in support of the film that includes print advertising, integrated television advertising, point-of-sale merchandising, an online support program and licensed product. Kobin Enterprises Ltd. assisted Revlon in the collaboration with Lions Gate. The focus of the marketing campaign is to promote the launch of the new limited edition color collection for Valentine's Day 2004, the Dirty Dancing: Havana Nights, Color Collection By Revlon.

Set against the decadent glamour and escalating danger of revolution-eve Cuba, Dirty Dancing: Havana Nights re-imagines the 1987 film phenomenon from an exciting new perspective. Dirty Dancing: Havana Nights tells a timeless story of a young woman's discovery of love, sensuality and independence but with a sizzling style and rhythm all its own.

"It is a great fit to partner with Lions Gate on the new film, Dirty Dancing: Havana Nights," states Stephanie Klein Peponis, Executive Vice President and Chief Marketing Officer for Revlon. "The transformation of the film's heroine from a young, sweet girl into a confident, sexy woman combined with the vibrant, passionate colors of 1950's Cuba used throughout the movie was ideal for the Revlon brand."

"Each function within the company worked together to deliver an exciting 360-degree brand experience from product development to retail execution. To add visual impact, we found in our archives vintage Revlon packaging and advertising from that time period and modernized it for today," adds Peponis.

"Revlon is the ideal marketing partner for Dirty Dancing: Havana Nights," said Tom Ortenberg, President of Lions Gate Films Releasing. "They have just the right combination of clout, cool and knowledge of the target demographic to add tremendous value to our marketing campaign, and they reflect the caliber of prestigious world-class partners we have attracted to this exciting film."

The Revlon Dirty Dancing: Havana Nights Color Collection

The Revlon Dirty Dancing: Havana Nights Color Collection reflects the bold and sexy attitude of the Revlon brand. It is inspired by desire and created by Revlon. The collection captures the energy and sexiness of Dirty Dancing: Havana Nights and the romantic mood of the season with hues that range from classic reds, vibrant berries to sweet pinks and rich corals. Developed on set with inspiration from both the tropical beauty of Cuba and Revlon's classic shades from the 50's, the colors represent looks from sweet and innocent to confident and sexy. The collection includes products for lips, nails and cheeks and each shade is appropriately named for the film's theme such as Berry Rhumba, Pink Cha-Cha-Cha and Mango Mambo. Revlon licensed products are also tying in to the movie theme with a Dirty Dancing: Havana Nights Collection of sunglasses and a Cuban themed line of cosmetic bags in a variety of styles that will feature consistent creative and will be sold in the same retail channels. The new shade collection will be available in February at mass outlets and drug stores nationwide.

Print and Television Advertising

The integrated global advertising campaign, created by Revlon's agency of record, Deutsch Worldwide Inc., launches in February consumer lifestyle books and on cable television. Integrated content will air on E! Entertainment Network and The Style Channel and TBS Movie and a Makeover. Print advertisements will appear in Allure, Cosmopolitan, Glamour, InStyle, Jane, Latina, Lucky, In Touch Weekly and US Weekly. The national print campaign includes a consumer offer to receive a free movie pass with the purchase of \$10.00 or more of Revlon products.

Point-of-Sale Merchandising

Point-of-sale merchandising for the Dirty Dancing: Havana Nights Color Collection will echo the look and attitude of the advertising utilizing the movie tagline "Break the Rules, Find your Freedom, Live your Life." Romola Garai and Diego Luna are featured on the riser in a beautiful and uniquely executed dance sequence. The in-store displays are scheduled for distribution to drugstores and mass-market retailers in time for Valentine's Day 2004.

Online

To leverage the Dirty Dancing: Havana Nights partnership Revlon has created a mini sitelet that will launch January 26, 2004 on the Company website www.Revlon.com. The sitelet will showcase detailed product information with a collection page to view all shades at once, tips on what products to use to get the three looks from the film (young & sweet, Havana heat and sultry nights) and a behind-the-scenes view of the film with exclusive stills and

video clips plus a first listen music from the Dirty Dancing: Havana Nights soundtrack by J Records.

Revlon is a worldwide cosmetic, fragrance, skincare, and personal care products company. Web sites featuring current product and promotional information, as well as corporate investor relations information can be reached at www.RevlonInc.com, www.Revlon.com, and www.Almay.com. The Company's brands include Revlon(R), Almay(R), Ultimall(R), Charlie(R), and Flex(R) and they are sold worldwide.

Lions Gate Entertainment is the leading diversified independent producer and distributor of motion pictures, television programming, home entertainment, family entertainment and video-on-demand content, and its prestigious and prolific library of 8000+ titles is the largest in the indie world. The Lions Gate brand name is synonymous with original, daring, quality entertainment in markets around the globe.

Deutsch Inc. is a \$1.8 billion full-service integrated marketing and communications company. Part of the Interpublic Group of Companies (IPG), Deutsch works with blue-chip clients including Mitsubishi Motors of North America, Pfizer, DIRECTV, Coors, Revlon, Snapple, MCI, Burger King and Tommy Hilfiger. Deutsch offers clients an array of services including advertising, direct marketing (directDeutsch), Interactive (iDeutsch), design (designDeutsch) and public relations, promotions, and events (Deutsch PR Promo Plus). Deutsch has offices in New York, Los Angeles, Chicago and Canada.

Kobin Enterprises, is a full service global entertainment and sports marketing agency that specializes in creating award winning, high impact integrated marketing programs for their clients. With a full service office in New York City, the company's principals, Alyse M. Kobin and Sharon Tracy are recognized as leaders in their field.

Press:
B2PR
Valerie Donati, 212-343-8917

Deutsch Inc.
Vonda LePage, 212-981-7680