

REVLON



Elizabeth Arden

NEW YORK

Almay Signs Leslie Bibb as New Global Brand Ambassador

June 30, 2008

NEW YORK--(BUSINESS WIRE)--June 30, 2008--Revlon, Inc. (NYSE: REV) today announced that its Almay brand has signed one of Hollywood's rising stars, Leslie Bibb as its newest brand ambassador. Leslie joins Elaine Irwin-Mellencamp and Marina Theiss who currently represent Almay worldwide.

In her new role, Leslie will be the face of new and existing cosmetics collections and will appear in global multi-media campaigns that include television, print, in-store and internet placements.

One of the entertainment industry's brightest young stars, Leslie will bring her classic beauty, ease and accessibility to a variety of different campaigns, said David Kennedy, President and CEO of Revlon. Her vivacious spirit is a perfect fit for the brand.

I am thrilled to be joining the Almay family, said Leslie Bibb. The Almay Woman is pure, fresh, and natural which is how I try to be everyday. It is a tremendous honor to be partnering with a brand which shares the same sensibilities on life and beauty.

Leslie was discovered in 1990 on the Oprah Winfrey Show during a nationwide modeling search with the Elite Modeling Agency. After spending subsequent years modeling around the world, she began her acting career and has been featured in such hit television shows as ER and Popular. Her notable film roles include the hits Talladega Nights: The Ballad of Ricky Bobby and most recently this summer's blockbuster, Iron Man. Her next film to hit theaters will be Confessions of a Shopaholic, based on the best selling book by Sophie Kinsella. Bibb is also an avid supporter of Friends of El Faro, a group of volunteers who raise money for children at the Casa Hogar Sion Orphanage in Mexico.

About Almay

For over 70 years, Almay has maintained a commitment to producing the finest quality, hypo-allergenic color cosmetics for its consumers around the world. As a leader in skin-caring beauty, Almay was the first brand to make 100% fragrance free products, the first to disclose all ingredients and the first to create hypoallergenic cosmetics. Fewer than 500 of the 10,000 ingredients available for use in cosmetics meet Almay's standard for superior performance.

About Revlon

Revlon is a worldwide cosmetics, hair color, beauty tools, fragrances, skincare, anti-perspirants/deodorants and personal care products company. The Company's vision is to provide glamour, excitement and innovation to consumers through high-quality products at affordable prices. Websites featuring current product and promotional information can be reached at www.revlon.com. Corporate and investor relations information can be accessed at www.revloninc.com. The Company's brands, which are sold worldwide, include Revlon(R), Almay(R), Mitchum(R), Charlie(R), Bozzano(R), Gatineau(R) and Ultima II(R).

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SOURCE: Revlon, Inc.