

# REVLON



# Elizabeth Arden

NEW YORK

## Revlon Signs Academy Award Winning Actress Jennifer Connelly as New Global Brand Ambassador

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NEW YORK--(BUSINESS WIRE)--July 21, 2008--Revlon, Inc. (NYSE: REV) today announced that Academy Award winning actress Jennifer Connelly has been signed on to represent the Revlon brand.

The stunning brunette joins Revlon's star-studded lineup of accomplished and glamorous women including Academy Award winning actress Halle Berry, actress Jessica Alba, actress Beau Garrett and newly signed supermodel and entrepreneur Elle Macpherson.

"Jennifer Connelly is a modern, dynamic and intelligent woman. She is an accomplished wife, mother and actress and her successes complement the spirit of the Revlon brand," said David Kennedy, Revlon's President and CEO. "We are elated to have Jennifer join the Revlon family."

In addition to being featured in upcoming global advertising campaigns, Connelly will be involved with various company-sponsored philanthropic activities and fundraising events for charity. To date, Revlon has donated more than \$65 million for research, counseling and outreach programs to support women's health and participating breast cancer programs.

"I am honored to be joining the Revlon Family," said Jennifer Connelly. "Revlon is one of the great iconic brands of today and I am thrilled to be part of a company that has done so much for women around the world."

### About Jennifer Connelly

Jennifer began her acting career at age twelve in the epic movie, *Once Upon a Time in America*. She attended Yale and Stanford, and has worked on over 30 films including *Requiem for a Dream*, *A Beautiful Mind* and *Blood Diamond*. For her role in *A Beautiful Mind*, Jennifer won the Academy Award, Golden Globe, Critics Choice and BAFTA awards for Best Actress in a Supporting Role as Alicia Nash. She has three upcoming movies planned for release: *The Day the Earth Stood Still* (in 2008), and *He's Just Not That Into You* and *9* (in 2009). Connelly is also an education ambassador for Amnesty International.

### 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](http://www.revlon.com), [www.almay.com](http://www.almay.com) and [www.mitchumman.com](http://www.mitchumman.com). Corporate and investor relations information can be accessed at [www.revloninc.com](http://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).

### MULTIMEDIA AVAILABLE:

<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5735817>

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