

REVLON



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NEW YORK

2009 EIF/Revlon Run Walk for Women Hosted by Revlon Brand Ambassadors Jessica Alba, Jennifer Connelly, Jessica Biel & Beau Garrett Joined by Christina Applegate, Miley Cyrus & Jimmy Fallon

May 1, 2009

New York City Event on May 2; Los Angeles Event on May 9

NEW YORK--(BUSINESS WIRE)--May. 1, 2009-- **Revlon**, Lilly Tartikoff and the Entertainment Industry Foundation™(EIF) announced that Revlon® brand ambassadors **Jennifer Connelly**, **Jessica Alba**, and **Jessica Biel** along with NBC late night host **Jimmy Fallon** will host the **2009 EIF Revlon Run/Walk for Women** in New York taking place on **Saturday, May 2, 2009**. Hosting the Los Angeles event the following week on **Saturday, May 9** during Mother's Day weekend, will be Emmy-nominated star of ABC's "Samantha Who" **Christina Applegate** along with actress, singer and star of "Hannah Montana" **Miley Cyrus**, her mother **Tish Cyrus**, Revlon brand ambassador **Beau Garrett** and special guest and star of ABC's "Dancing with the Stars" **Carrie Ann Inaba**.

The EIF Revlon Run/Walk event, launched in 1993 through the combined efforts of Lilly Tartikoff, Ronald O. Perelman, chairman of Revlon, and EIF, is one of the nation's largest single-day fundraisers to support women's cancer research, counseling and outreach programs. Since inception, nearly \$55 million in grants have been made from the combined events in New York and Los Angeles.

The 12th annual New York City 5K race starts in Times Square and finishes in Central Park. The 16th annual Los Angeles 5K race takes place at the Los Angeles Memorial Coliseum at Exposition Park. Together, these events are expected to attract 100,000 participants.

"Hundreds of thousands of women and men have come out year after year to support the cause and for loved ones who have been personally affected by cancer. Their devotion and commitment to finding a cure is what has made the EIF Revlon Run/Walk so successful," says Ronald O. Perelman, chairman of Revlon, Inc., co-founder of the EIF Revlon Run/Walk, and co-founder of the Revlon/UCLA Women's Cancer Research Program. "Through significant advancement in education and research, so many women today have resources and treatments available to them and with that aid they are beating the odds and surviving cancer."

Proceeds from past EIF Revlon Run/Walks have funded cutting-edge research, contributing to the development of the breakthrough gene treatment Herceptin® as well as other targeted therapies, bringing new and innovative treatment approaches to women's cancers worldwide. Monies raised have also helped numerous organizations in providing education, advocacy and outreach services to those affected by women's cancers.

Revlon has a philanthropic heritage as well as one of influencing and setting trends in color cosmetics. Limited engagement shades being launched to benefit breast cancer research are Pink Pursuit, Power Walk Pink and Racy Raspberry, all on counter in May. In partnership with the EIF, Revlon will donate 10% of sales (up to \$100,000) of this new color collection to fund women's cancer programs.

To register for the EIF Revlon Run/Walk or to make a donation please visit our website at <http://www.revlonrunwalk.com>.

About Revlon (NYSE: REV)

Revlon is a worldwide cosmetics, hair color, beauty tools, fragrances, skincare, anti-perspirants/deodorants and beauty 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, www.almay.com and www.mitchumman.com. Corporate and investor relations information can be accessed at www.revloninc.com. The Company's brands, which are sold worldwide, include **Revlon®**, **Almay®**, **ColorSilk®**, **Mitchum®**, **Charlie®**, **Gatineau®** and **Ultima II®**.

Source: Revlon

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