

REVLON



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Emma Stone and Olivia Wilde Join Revlon as Global Brand Ambassadors

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NEW YORK, Aug 10, 2011 (BUSINESS WIRE) --

Revlon (NYSE: REV) announced today that it has signed two of Hollywood's most sought-after actresses, Golden Globe nominated actress Emma Stone and Olivia Wilde, as Global Brand Ambassadors for the Revlon brand. Between them, Stone and Wilde have six major feature films slated for worldwide launch in 2011, including the recently released hits, "Crazy Stupid Love" (Stone), "Cowboys and Aliens" (Wilde) and "The Change-Up" (Wilde), and the hotly anticipated "The Help" (Stone) and "In Time" (Wilde). The actresses have quickly become fashion and beauty icons on and off the red carpet with Stone's effortlessly chic and feminine style and Wilde's alluring yet graceful sensibility.

As Brand Ambassadors for Revlon, Stone and Wilde will become the faces of new and existing Revlon products and will appear in global, multimedia campaigns that span television, print, in-store, and digital and social platforms. Their first campaigns will be tied to the launch of innovative, new color cosmetics and nail enamel products and will world premiere in early 2012.

"We are absolutely thrilled to welcome Emma and Olivia into the Revlon family," said Alan T. Ennis, Revlon President and Chief Executive Officer. "These remarkably talented actresses personify the Revlon woman - glamorous, confident and bold. Together, they will help us build meaningful connections with new consumers and strengthen our relationship with existing fans of our brand. Each has a unique style, personality and look that appeals to a broad range of women."

In addition to starring in Revlon's global advertising campaigns, Stone's and Wilde's involvement in the brand will be multi-layered. For example, both have already enthusiastically pledged their commitment to Revlon's philanthropic efforts, lending their star power to raise awareness for a variety of causes that support women. Revlon has proudly raised more than \$65 million for women's cancer research over the last 10 years.

Stone said, "I have been familiar with Revlon for as long as I can remember. I vividly recall my mom wearing Revlon makeup and I remember getting to the age when I was finally able to wear Revlon myself. As a brand, it is a leader and innovator in the world of cosmetic beauty. To me, nothing is more important than inner beauty and I am so glad to be associated with a company that recognizes, supports and positively impacts women's issues, such as breast cancer awareness. Revlon recognizes that every woman is multifaceted and magnificent in their own way and the expression of individuality is as important to Revlon as it is to me. I'm honored to be part of the Revlon family."

"I have always admired Revlon and their commitment to giving women the confidence and tools they need to feel beautiful, both inside and out," said Wilde. "Creatively, Revlon has never been afraid to push the envelope, which is important to me. I also love that they use their tremendous recognizability around the world to do good as one of the industry's biggest champions of women's health. It's exciting to join a company with a big heart and big ideas!"

Stone and Wilde are arguably the hottest names in Hollywood today. Between them, they have already appeared on more than 15 magazine covers so far this year and have worked with Gucci Westman, the world-renowned makeup artist, who serves as Revlon's Global Artistic Director. Westman is creating the beauty looks for Stone's and Wilde's first Revlon campaigns. In the months and weeks leading up to the debut of the campaigns, Revlon Facebook fans and Twitter followers will receive exclusive sneak peeks of the Westman-created looks.

About Revlon: Revlon is a global color cosmetics, hair color, beauty tools, fragrances, skincare, anti-perspirant deodorants and beauty care products company whose vision is **Glamour, Excitement and Innovation through high-quality products at affordable prices.** Revlon(R) is one of the strongest consumer brand franchises in the world. Revlon's global brand portfolio includes Revlon(R) color cosmetics, Almay(R) color cosmetics, Revlon ColorSilk(R) hair color, Revlon(R) beauty tools, Charlie(R) fragrances, Mitchum(R) anti-perspirant deodorants, and Ultima II(R) and Gatineau(R) skincare. Websites featuring current product and promotional information can be reached at www.revlon.com, www.almay.com and www.mitchum.com. Corporate and investor relations information can be accessed at www.revloninc.com.

SOURCE: Revlon

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