

REVLON



Elizabeth Arden

NEW YORK

Almay Names Carrie Underwood as a Global Brand Ambassador

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Magnifying the Brand's Positive Beauty Message with her Relatability

NEW YORK--(BUSINESS WIRE)--Jan. 21, 2014-- Revlon, Inc. (NYSE:REV) announced today that Carrie Underwood is joining Almay as a Global Brand Ambassador. Multi-platinum recording artist and performer Underwood is one of the biggest names in the entertainment industry with 18 #1 hit singles, six Grammys and countless award wins. However, she is known as much for her values and accessibility as she is for her accomplishments. Like Almay, she believes in enhancing women's natural beauty and appreciates that all of the products are made with the highest quality standards making them suitable for women with sensitive skin and eyes.

Underwood will represent the full range of Almay products, including the newest 2014 launches. As the face and voice of Almay, she will appear in global, multimedia campaigns spanning television, print, in-store, digital and social platforms. Underwood's first campaign will break this week, highlighting her unique style and personality.

"Carrie embraces Almay's approach to beauty and products. Despite her enormous success, she is still a real girl from Oklahoma at the core and a self-professed makeup junkie who likes to try out new makeup looks in her spare time. Almay makes it easy to play with makeup and helps women look their most beautiful which is why we could not be more excited for her to join the brand," said Julia Goldin, Global Chief Marketing Officer, Revlon, Inc.

Underwood stated, "Honestly, I could never be associated with a Company I didn't believe in. I love Almay's positive approach to beauty because it's so important to celebrate our natural beauty and enhance what makes us unique. I'm also really impressed by their products, which I use in my daily life and when I'm working. There's really something for everyone and every occasion – whether you want to get that perfect 'no-makeup makeup look' or create a fun, amped up 'date-night' smoky eye."

Exclusive behind-the-scenes content from Underwood's campaigns will be available on Almay.com and Almay's social media channels throughout Underwood's partnership with Almay.

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® is one of the strongest consumer brand franchises in the world. Revlon's global brand portfolio includes Revlon® color cosmetics, Almay® color cosmetics, SinfulColors® color cosmetics, Pure Ice® color cosmetics, Revlon ColorSilk® hair color, Revlon® beauty tools, Charlie® fragrances, Mitchum® anti-perspirant deodorants, and Ultima II® and Gatineau® skincare. As a result of its acquisition of The Colomer Group in October 2013, Revlon's global portfolio also includes: Revlon Professional®, Intercosmo®, Orofluido® and UniqOne™ hair care; CND® and CND Shellac® nail polishes; and American Crew® men's hair care. Websites featuring current product and promotional information can be reached at www.revlon.com, www.almay.com, www.mitchum.com, and www.thecolomergroup.com. Corporate and investor relations information can be accessed at www.revloninc.com.

Source: Revlon, Inc.

Almay:

Zoe Schepps, 212-527-5203

PR Manager

zoe.schepps@revlon.com

or

Jesse P. Stowell, 212-995-2384

Full Picture

jstowell@fullpic.com