

REVLON



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NEW YORK

Revlon to Donate Over \$1 Million Through Its LOVE IS ON Million Dollar Challenge

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Online Fundraising Competition Kicks Off Today with Over 100 Women's Health Charities

Competing for \$1.4 Million in Charitable Donations

NEW YORK--(BUSINESS WIRE)--Sep. 21, 2015-- The [Revlon LOVE IS ON Million Dollar Challenge](#), the company's women's health philanthropic platform, goes live today. The Challenge features more than 100 charities – organizations of all sizes dedicated to women's cancer, heart disease and diabetes – competing to raise funds online. The charity that generates the most contributions will be eligible to receive an additional \$1 million donation from Revlon, with the runner-up to receive \$250,000. Additionally, a total of \$150,000 will be distributed through weekly 'bonus challenges' over the course of the six-week competition.

Said Lorenzo Delpani, CEO of Revlon: "Love drives all that we are passionate about, including the urgent need to support women's health. It's only by joining together that can we be most effective in tackling the serious health issues facing women today. That is why our Challenge, which inspires everyone to give, is so exciting. For us, it's about leveraging the power of community – *and love* – to make the biggest impact possible."

Longtime Revlon Global Brand Ambassador Halle Berry shared, "I joined Revlon almost 20 years ago and their passion and commitment to bettering women's lives has never wavered. They have always been, and continue to be, a devoted champion for women's health."

The Challenge represents a series of firsts – it is the first time a cosmetic brand is the sole host of a fundraising competition on fundraising platform CrowdRise, and also the biggest challenge award in CrowdRise's history.

"Philanthropy is the heart and soul of Revlon," said Ronald O. Perelman, Chairman of Revlon. "This Challenge marks an exciting new model of fundraising for these important organizations, and allows us to have a bigger effect on the leading health issues facing women today."

Revlon Global Brand Ambassador Olivia Wilde voiced her passionate support for the Challenge with a special call-to-action message that urges people to embrace the spirit of LOVE IS ON by contributing to the competition. (<https://youtu.be/JPSueWs-mul>)

There are several ways individuals can show their support for competing charities in the Revlon LOVE IS ON Million Dollar Challenge:

- By making a direct donation to their charity of choice through the Challenge homepage (<https://www.crowdrise.com/revlonchallenge>).
- By creating a personal fundraising page on CrowdRise, linking to their specific charity, and reaching out to their network to raise throughout the Challenge
- By sharing their support on social media and inspiring others to donate to their beloved charity, using the Revlon love sign and #RevlonMillion hashtag

The winner of the Revlon LOVE IS ON Million Dollar Challenge will be announced in November 2015 at an event co-hosted by Revlon's Global Brand Ambassadors. For more information about the Challenge, to see a list of participating charities and to make a donation, visit: www.crowdrise.com/revlonchallenge, www.revlon.com/milliondollarchallenge, and follow Revlon's social channels (@ Revlon) and hashtag #RevlonMillion.

About Revlon:

Revlon is a global cosmetics, hair color, hair care and hair treatments, beauty tools, men's grooming products, anti-perspirant deodorants, fragrances, skincare, and other beauty care products company, which operates in three segments, the consumer division ("Consumer"), the professional division ("Professional") and Other. CEO Lorenzo Delpani's vision is to establish Revlon as the quintessential and most innovative beauty company in the world by offering products that make consumers feel attractive and beautiful. Revlon believes that its global brand name recognition, product quality, R&D, innovation and marketing experience have enabled it to create leading global consumer and professional brands. Revlon's Consumer segment 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, and Mitchum® anti-perspirant deodorants. Revlon's Professional segment global brand portfolio includes: Revlon Professional®, CND®, including CND's Shellac® brand 14+ day nail color and Vinylux® weekly nail polish, and American Crew® men's grooming products. Websites featuring current product and promotional information can be reached at www.revlon.com, www.almay.com, www.mitchum.com, www.revlonprofessional.com, www.americancrew.com and www.cnd.com.

About CrowdRise

CrowdRise is the world's largest and fastest growing online platform dedicated exclusively to charitable fundraising. CrowdRise is used by millions of

individuals, tens of thousands of charities, hundreds of companies and many of the most famous artists and athletes in the world to creatively leverage their resources and networks to unlock the power of the crowd and raise hundreds of millions of dollars to support positive social missions. Founded by actor Edward Norton, film producer Shauna Robertson, and Robert and Jeffrey Wolfe, CrowdRise has conceived, implemented and powered campaigns that have raised over \$250 million to date.

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