

The Revlon logo is displayed in a large, bold, red, sans-serif font.

Elizabeth Arden

NEW YORK

The Revlon LOVE IS ON Million Dollar Challenge Raises \$2.75 Million for Women's Health

November 10, 2015

Total Distribution Reaches \$4.18M Including \$1.425M in Revlon Prize Donations

Cycle for Survival of Memorial Sloan Kettering Wins \$1M Grand Prize Donation

NEW YORK--(BUSINESS WIRE)--Nov. 10, 2015-- Revlon today announced the winner of its **LOVE IS ON Million Dollar Challenge**, the company's new crowdfunding philanthropic platform. Beginning in September, organizations dedicated to women's cancer, heart disease and diabetes, competed to raise the most funds to win a million dollar grand prize donation from Revlon. Competitors in the Revlon LOVE IS ON Million Dollar Challenge raised \$2.75 million, with Revlon donating an additional \$1.425 million over the course of the challenge for a total distribution of \$4.18 million. Raising over \$950,000, **Cycle for Survival of Memorial Sloan Kettering Cancer Center** is the top fundraiser and winner of the grand prize donation.

Said Lorenzo Delpani, CEO of Revlon: "We are extremely proud of the success of our LOVE IS ON Million Dollar Challenge. By using competition to incentivize women's health organizations to raise funds, we greatly increased the impact of our charitable giving, which was always our primary goal. It was particularly heartwarming to watch charities of all sizes embrace the spirit of the Challenge by creatively activating and engaging their supporter networks."

"All of us at Memorial Sloan Kettering are delighted that Cycle for Survival has won Revlon's "LOVE IS ON" Million Dollar Challenge, and we are grateful to Revlon and to our many supporters who worked together to put Cycle for Survival on top," said Dr. Craig B. Thompson, Memorial Sloan Kettering's President and CEO. "The entire million dollar prize will be used to fund research into rare gynecologic cancers here at the Center, supporting innovative studies that have the potential to make a meaningful difference in women's lives."

The Challenge runner-up is the **Cancer Research Institute**, which raised over \$700,000 and received a \$250,000 prize from Revlon. In addition to the two top prizes, special 'bonus challenges' worth a total of \$175,000 were awarded to various organizations over the six-week competition.

Later this month in New York City, Revlon will host a finale celebration event for Cycle for Survival of Memorial Sloan Kettering, Cancer Research Institute and the other top 10 Challenge fundraisers: Mary's Place by the Sea, Days for Girls International, Valley Girls & Guys!, Dr. Susan Love Research Foundation, Teen Cancer America, Basic Health International, Remember Betty Foundation, Gilda's Club New York City, Harboring Hearts Housing Foundation and Starting Hearts.

Revlon thanks and congratulates all participants. To see full list of winners and all charities involved in the Challenge, please visit www.crowdraise.com/revlonchallenge.

Revlon will continue to inspire LOVE throughout the year with new programs. For more information visit Revlon's social channels (@ Revlon) and hashtag **#RevlonMillion** and **#LOVEISON**.

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.

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