



# REVLON

# Elizabeth Arden

NEW YORK

## Revlon, Inc. Appoints Pamela Gill Alabaster to Lead Global Corporate Communications and Corporate Social Responsibility

July 7, 2016

NEW YORK--(BUSINESS WIRE)--Jul. 7, 2016-- Revlon, Inc. (NYSE:REV) announced today the appointment of Pamela Gill Alabaster to lead Revlon's Global Corporate Communications and Corporate Social Responsibility function. In this role, Ms. Alabaster will be responsible for managing global internal and external communications, public affairs and Corporate Social Responsibility in alignment with the company's long-term business strategy. Ms. Alabaster will report to Fabian Garcia, Revlon's President and Chief Executive Officer.

Mr. Garcia stated, "As we continue to execute our strategy which ensures that Revlon is the quintessential and most innovative beauty company in the world, Pam's depth of experience in strategic communications and CSR will be an important asset." He added, "Pam's insight and proven ability to successfully build strategic collaborations will contribute greatly to our global strategy and help us reach the highest standards that our consumers, employees, shareholders, investors and other stakeholders expect from us."

Ms. Alabaster joins Revlon from the Estée Lauder Companies where she most recently served as VP Global Corporate Responsibility charged with developing the strategic framework for its corporate responsibility program. Prior to that, Pam had a 20-year career at L'Oréal where she held various senior leadership marketing and management roles, most recently as its Senior Vice President Corporate Communications, Public Affairs & Sustainable Development.

Ms. Alabaster has her BA in Journalism from Pepperdine University, an MBA in Marketing from New York University Stern School of Business and an MS in Sustainability Management from Columbia University.

### 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. 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](http://www.revlon.com), [www.almay.com](http://www.almay.com), [www.mitchum.com](http://www.mitchum.com), [www.revlonprofessional.com](http://www.revlonprofessional.com), [www.americancrew.com](http://www.americancrew.com) and [www.cnd.com](http://www.cnd.com).

### Forward-Looking Statements

Statements made in this press release, which are not historical facts, including statements about the Company's plans, strategies, focus, beliefs and expectations, are forward-looking and are subject to the Private Securities Litigation Reform Act of 1995. Forward-looking statements speak only as of the date they are made and, except for the Company's ongoing obligations under the U.S. federal securities laws, the Company undertakes no obligation to publicly update any forward-looking statement, whether to reflect actual results of operations; changes in financial condition; changes in general U.S. or international economic, industry or cosmetics category conditions; changes in estimates, expectations or assumptions; or other circumstances, conditions, developments or events arising after the issuance of this press release. Such forward-looking statements include, without limitation, statements as to the Company's belief that Pam will be an asset to the Revlon leadership team and that her insight and proven ability to successfully build strategic collaborations will contribute greatly to our global strategy and help us to reach the highest standards that our consumers, employees, shareholders, investors and other stakeholders expect from us. Actual results may differ materially from such forward-looking statements for a number of reasons, including those set forth in our filings with the SEC, including, without limitation, our Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K that we have filed or will file with the SEC during 2016 (which may be viewed on the SEC's website at <http://www.sec.gov> or on our website at <http://www.revloninc.com>), as well as reasons including less than anticipated benefits from her appointment. Factors other than those listed above could also cause the Company's results to differ materially from expected results. Additionally, the business and financial materials and any other statement or disclosure on or made available through the Company's websites or other websites referenced herein shall not be incorporated by reference into this release.

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