

# REVLON



# Elizabeth Arden

NEW YORK

## Revlon Announces Linda Wells to Join Company as Chief Creative Officer

February 9, 2017

NEW YORK--(BUSINESS WIRE)--Feb. 9, 2017-- Revlon, Inc. (NYSE:REV) announced today the appointment of Linda Wells to the new role of Chief Creative Officer at Revlon. In this capacity, Ms. Wells will be responsible for curating the look and feel of the Company's brands across all consumer touch points including advertising, product innovation, packaging, digital and social presence, and point of sale. Working collaboratively with the Marketing, Product Development and Research & Development teams, Ms. Wells will support the brands' strategic growth priorities. Ms. Wells will report to Mr. Fabian Garcia, President & CEO of Revlon and will officially join the company on February 13, 2017.

Mr. Garcia stated, "As we continue to strengthen our portfolio of iconic brands, Linda's extensive knowledge of the beauty industry and her experience assessing and reporting on the global beauty sector will elevate the prestige, image and execution of our brands. She will also be integral to ensuring the glamour, sophistication and innovativeness that are original to both Revlon and Elizabeth Arden brands' iconic heritage."

Ms. Wells is the Founding Editor in Chief of *Allure* magazine, *allure.com*, and the *Allure* video channel. During her 25-year leadership tenure, she created the Allure Best of Beauty Awards, the Best of Beauty seal, and the Allure Beauty Box subscription service. Highly respected in the industry Ms. Wells is recognized as an innovator in media and in beauty. In addition to establishing *Allure* as the preeminent beauty authority, she provided the highest level of journalistic coverage on important health and beauty topics for her readers.

Most recently, Ms. Wells was contributing beauty editor at large at New York Magazine's *The Cut* and the producer of "The Linda Wells Report," a beauty magazine within Hearst's *Harper's Bazaar*, *Elle*, *Marie Claire*, *Cosmopolitan* and *Town & Country* since March 2016.

Ms. Wells has a BA in English Literature from Trinity College and resides in New York City with her two sons.

### About Revlon, Inc.

Revlon has developed a long-standing reputation as a color authority and beauty trendsetter in the world of color cosmetics and hair care. Since its breakthrough launch of the first opaque nail enamel in 1932, Revlon has provided consumers with high quality product innovation, performance and sophisticated glamour. In 2016, Revlon acquired the iconic Elizabeth Arden® portfolio of brands, including its leading designer, heritage and celebrity fragrances. Today, the Revlon Beauty's Group's diversified portfolio of brands is sold in approximately 150 countries around the world in most retail distribution channels, including mass, salon and prestige. Revlon ranks among the top 20 global beauty companies, with product offerings in color cosmetics, skincare, hair color and care, beauty tools, men's grooming products, anti-perspirant deodorants and other beauty care products fragrances under brands such as Revlon, Elizabeth Arden, Revlon ColorSilk, Revlon Professional, American Crew, Almay, Mitchum, Cutex, Elizabeth Taylor, Britney Spears, Juicy Couture, Curve, John Varvatos and Christina Aguilera. Please visit <http://www.revlon.com> for the latest news and information about Revlon and its brands.

### 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 as we continue to strengthen our portfolio of iconic brands, Ms. Wells' extensive knowledge of the beauty industry and her experience assessing and reporting on the global beauty sector will elevate the prestige, image and execution of our brands and that she will also be integral to ensuring the glamour, sophistication and innovativeness that are original to both Revlon and Elizabeth Arden brands' iconic heritage. 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 2017 (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: (i) difficulties with, delays in and/or the Company's inability to strengthen our portfolio of iconic brands, such as due to unanticipated circumstances or results affecting the Company's financial performance, including decreased consumer spending in response to weak economic conditions or weakness in the consumption of beauty care products; adverse changes in foreign currency exchange rates; decreased sales of the Company's products as a result of increased competitive activities by the Company's competitors and/or decreased performance by third party suppliers; changes in consumer preferences, such as reduced consumer demand for the Company's products or lower than expected customer and/or consumer acceptance of the Company's existing or new products; lower than expected results from the Company's new product development plans or its new advertising, promotional, pricing and/or marketing plans; higher than expected sales returns related to any reduction of space and/or inventory management by the Company's customers; changes in consumer purchasing habits, including with respect to retailer preferences and/or among sales channels; and/or higher than expected synergy and integration program costs and expenses related to the Elizabeth Arden acquisition; and/or (ii) less than anticipated benefits from Ms. Wells' 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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