



REVLON

Elizabeth Arden

NEW YORK

Revlon, Inc. Announces the Appointment of Serge Jureidini as President, Elizabeth Arden & Fragrances

March 14, 2017

NEW YORK--(BUSINESS WIRE)--Mar. 14, 2017-- Revlon, Inc. (NYSE:REV) announced that Mr. Serge Jureidini will be joining the Company as President, Elizabeth Arden & Fragrances, reporting directly to Mr. Fabian Garcia, President & CEO of Revlon.

Mr. Jureidini spent nearly 20 years at L'Oréal in management roles of increasing responsibility in the Luxury Division in EMEA, Asia and North America, including his latest positions in New York as President of the Designer Fragrances Division and President of Lancôme USA. Most recently, Mr. Jureidini served as President and CEO of Arcade Beauty, a private equity owned global company focused on multisensory sampling solutions for the beauty industry.

Mr. Garcia stated, "As we continue to build and strengthen our portfolio of iconic brands, Serge's over 25 years of experience in the beauty industry, across all product categories, as a supplier to the industry and leading brands in the prestige channel, will help us achieve our growth ambitions. His extensive knowledge of the prestige and specialty channels and leadership experience with both multi-category franchise brands and fine fragrances make him a great fit for this strategic role. We are delighted to have Serge join the team of industry leaders that we are assembling to advance our growth strategy and position Revlon as a world-class beauty leader."

In his new role, Mr. Jureidini will lead the strategic direction and growth priorities for both the Elizabeth Arden brand and Global Fragrances. Mr. Jureidini will succeed both Ms. JuE Wong, President, Elizabeth Arden, who has decided to leave the Company, effective March 31, 2017, and Mr. George Cleary, President Fragrances, who has recently left the Company.

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 expectations and beliefs that (i) as we continue to build and strengthen our portfolio of iconic brands, Mr. Jureidini's experience in the beauty industry will help us achieve our growth ambitions; and (ii) the team of industry leaders that we are assembling will advance our growth strategy and position Revlon as a world-class beauty leader. 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 achieve its long-term growth aspirations, 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 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; (ii) difficulties with, delays in and/or the Company's inability to assemble an experienced, passionate and talented leadership team that will help realize the combined organization's vision and growth ambitions, including, without limitation, due to one or more the factors referred to in clause (i) immediately above; and/or (iii) less than anticipated benefits from Mr. Jureidini's appointment.

Factors other than those listed above could also cause the Company's results to differ 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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Source: Revlon, Inc.

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