



ALMAY SIGNS ACTRESS KATE HUDSON AS NEW GLOBAL BRAND AMBASSADOR

NEW YORK, May 12, 2010 – Revlon, Inc. (NYSE: REV) has announced that its Almay brand has signed one of Hollywood’s hottest stars, Kate Hudson, as its newest Global Brand Ambassador.

In her role as Global Brand Ambassador for Almay, Kate will be the face of new and existing Almay products and will appear in global multi-media campaigns that include television, print, in-store and internet placements. Kate’s first television and print campaign for the brand is set to debut later this year.

Commenting on today’s announcement, Revlon President and Chief Executive Officer, Alan T. Ennis, said “We are thrilled to welcome Kate to the Almay family. She is smart, confident and vivacious. Her energy and youthful spirit are contagious – Kate is a perfect ambassador for the Almay brand.”

In addition to being featured in upcoming global advertising campaigns, Kate Hudson will be involved in various company-sponsored philanthropic and fundraising events. She will represent the brand at the Almay Rainforest Concert on Thursday, May 13th at Carnegie Hall in New York City. The concert benefits The Rainforest Foundation, founded by Sting and Trudie Styler to support indigenous and traditional people of the world’s rainforests in their efforts to protect their environment.

“Almay is known for its fresh, effortless approach to beauty”, said Kate Hudson. “I share that philosophy and I’m honored to be partnering with a brand that believes cosmetics should bring out the natural beauty inside every woman. At the end of the day we all want to have fun and feel beautiful – that’s what Almay is all about.”

About Kate Hudson

Kate Hudson took Hollywood by storm in her Academy Award-nominated role of rock groupie Penny Lane, in *Almost Famous* (2000), for which she won a Golden Globe Award. Her film credits include *How to Lose a Guy in 10 Days*, *Fool’s Gold*, *You, Me and Dupree* and *Bride Wars* and, most recently, Rob Marshall’s musical drama, *Nine*. Kate will next be seen on the big screen in Michael Winterbottom’s *The Killer Inside Me* with Casey Affleck and Jessica Alba and *Earthbound* with Kathy Bates and Whoopi Goldberg. She is currently filming the romantic comedy, *Something Borrowed*.

About Revlon

Revlon is a global color cosmetics, hair color, beauty tools, fragrances, skincare, anti-perspirant / deodorants and beauty care products company whose vision is **Glamour, Excitement and Innovation through High-quality Products at Affordable Prices**. Revlon® is one of the strongest consumer brand franchises in the world. Revlon’s global brand portfolio includes Revlon® color cosmetics, Almay® color cosmetics, Revlon Colorsilk® hair color, Revlon® beauty tools, Charlie® fragrances, Mitchum® anti-perspirant / deodorants, and Ultima II® and Gatineau® skincare. Websites featuring current product and promotional information can be reached at www.revlon.com, www.almay.com and www.mitchumman.com.

Contacts:

Janet Muggivan
Corporate Communications Asia/Pacific
02 8875 9712
janet.Muggivan@revlon.com

Courtney Webb
Public Relations Coordinator
02 8875 9711
courtney.webb@revlon.com

Biography



- ▶ **Birthdate:** April 19, 1979
- ▶ **Career:** Kate Hudson made her big-screen debut as an ambitious young starlet stranded in a tiny California town in *Desert Blue* (1998). Her biggest break was landing the role of rock groupie Penny Lane, in *Almost Famous* (2000). After working on a string of commercially successful romantic comedies including *You, Me and Dupree* and *Bride Wars*, she was tapped for the role of Stephanie in Rob Marshall's musical drama, *Nine*. *Nine* is currently nominated for four Academy Awards including Best Picture.
- ▶ **Major Films:** *Almost Famous* (2000) with Billy Crudup, *How to Lose a Guy in 10 Days* (2003) with Matthew McConaughey, *You, Me and Dupree* (2006) with Owen Wilson and Matt Dillon, *Bride Wars* (2009) with Anne Hathaway, *Nine* (2009) with Daniel Day Lewis
- ▶ **Upcoming Films:** *Earthbound* (2010) with Kathy Bates and Whoopi Goldberg, *Ass Backwards* (2010) with Kristen Wiig and Amy Sedaris
- ▶ **Family:** Kate Hudson, daughter of Academy Award winning actress, Goldie Hawn, has 1 son, Ryder, who was born in 2004.
- ▶ **Good Works:** Public service announcements for The ONE Campaign (2005) Acts as Voice of Change for Healthy Child Healthy World, an organization dedicated to inspiring parents to protect their children from harmful chemicals. Supports Donate Life America.