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Maybelline New York-Garnier to Enter New Channel of Distribution ***Best-Selling Products Now Sold in Convenience Stores***

NEW YORK, NY, December 2009 –Maybelline New York-Garnier is looking to make its mark on the C-store class of trade. The company announced today that it will distribute its top-selling products in more than 144,000 convenience store doors across the U.S. Professional business services company CROSSMARK® will broker all C-store class of trade sales for the brand.

Maybelline New York-Garnier, known for accessibly priced beauty and grooming products, will be a strong addition to the current convenient store health and beauty care offerings. The following products will now be available in the C-store class of trade: Garnier Fructis shampoos and conditioners in trial and convenience sizes, Garnier Nutritioniste Detoxifying Wet Towelettes in a unique 10-pack size, and Maybelline New York's #1 mascara, Great Lash. Products will be merchandized in the HBC aisles and behind the counter.

"Traditionally, Maybelline New York-Garnier products have been sold in food, drug, club, mass and dollar retail stores. Selling in convenience stores fills a void in our distribution channel that we've been looking to fill for some time. We are excited to partner with CROSSMARK in this venture, and to be expanding our product offerings to consumers," says Steve Lutz, Senior Vice President of Sales, Maybelline New York-Garnier.

Says Ken Gomez, Vice President of Business Development at CROSSMARK, "Maybelline has been a strategic partner of CROSSMARK for approximately 15 years. We are thrilled to expand this relationship into the convenience store channel for headquarter services all the way to the independent level. We look forward to extending the reach of brands as prestigious as Maybelline and Garnier, and to the continued success of this relationship."

About Maybelline New York

Maybelline New York is available in over 90 countries worldwide. Maybelline New York combines technologically advanced formulations with on-trend expertise to create inspirational cosmetics with a spirited, accessible style. Maybelline New York is the official makeup sponsor of Mercedes Benz Fashion Week. For more information, log onto www.maybelline.com for the latest news and product introductions, seasonal trends and advice. Also available in Spanish.

About Garnier

Garnier believes in beauty through nature. Scientifically developed and enriched with selected natural ingredients, our products help you look healthy and feel good every day. Established in Paris at the turn of the 20th century, Garnier is the #1 beauty brand in France and a trusted leader throughout Europe, Asia, Canada, Mexico and other countries around the world. The Garnier family of U.S. product lines includes: Garnier Fructis shampoos and conditioners, Fructis Style styling products, Nutritioniste skincare, Nutrisse haircolor and HerbaShine haircolor.

About CROSSMARK

CROSSMARK is a professional services company that helps consumer goods manufacturers and retailers reach their performance objectives. We do this by excelling in four key areas: headquarter selling, retail merchandising, store level marketing, and streamlining trade practices. In business for more than 100 years, CROSSMARK employs more than 20,000 associates worldwide in offices in the U.S., Canada, Mexico, Australia and New Zealand. Headquartered in Plano, Texas, CROSSMARK is a privately owned corporation. Our mission is to be the best business services company within the consumer goods industry, delivering growth solutions and exceptional service.

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