

L'ORÉAL

Marketers From 32 Countries Compete For The L'Oreal Brandstorm Title

Winners from Korea and France dazzle the jury with a new line of Lancôme Body care products

Paris, 16 June, 2006—Last night at Paris's impressive Musée de l'Homme, L'Oréal announced the winners of the 14th edition of the L'Oréal Brandstorm international marketing competition. Students from 32 countries around the globe presented the fruits of their own creative brainstorming to wow senior executives from L'Oréal and advertising agency, Publicis. The winners were selected by top L'Oréal executives including jury chairman, CEO of L'Oréal, Jean-Paul Agon; Executive Vice President for Luxury Products, Marc Menesguen; Executive Vice President for Human Resources, Geoff Skingsley; General Director for Lancôme International, Odile Roujol, and special guest, CEO of Publicis, Maurice Levy.

This year there were two teams who won first prize: the Korean team from Korea University and the French team from L'institut d'Etudes Politiques de Paris. Second place went to Università Bocconi from Italy and third place went to Universidad Catolica de Chile. The prize for best communication campaign was awarded by Maurice Levy to the team from L'institut d'Etudes Politiques de Paris, and the special jury prize went to Hungary, Corvinus University of Budapest.

Launched in 1993, L'Oréal Brandstorm is an innovative marketing competition that gives students the opportunity to take on the role of a marketing brand manager and to revamp an existing international L'Oréal brand. Brandstormers receive a brief about the market, the brand, and the distribution channels, learn marketing techniques from L'Oréal brand managers, and work closely with a communications agency to develop innovative packaging of their new product. Winners from the national finals travel to Paris to compete in the international championship.

Jean-Paul Agon, CEO of L'Oréal said *"At L'Oréal, we place no limits on our creativity. Our marketers are in a constant mode of invention, innovation and reinvention; challenging our consumers everywhere to demand the most cutting-edge and outstanding quality products on the market.*

The responsibility of inventing the future of beauty lies in the hands and minds of the young,

modern-living marketers that are part of the L'Oréal family today. L'Oréal Brandstorm is one way of ensuring that we continue to feed our teams with some of the world's smartest, diverse and most creatively talented minds”.

Since its creation, more than 23, 000 students around the globe have participated in the L'Oréal Brandstorm adventure, gaining true professional experience and an insider's view into L'Oréal. This year more than 4, 400 students from 176 universities in 32 countries took on the challenge of developing a new product line, packaging design and communications campaign for Lancôme Body Care.

Top prizes for the competition included travel to artistic capitals of the world and even the opportunity to try the L'Oréal marketing experience for real!

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Further information on L'Oréal Brandstorm available at: www.brandstorm.loreal.com/

Futher information on L'Oréal Group available at: www.loreal.com

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.8 billion euros in 2016 and employs 89,300 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 3,870 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. www.loreal.com

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This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."

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