

# L'ORÉAL USA

## **L'ORÉAL USA ANNOUNCES THE ACQUISITION OF COLUMBIA BEAUTY SUPPLY**

**New York, NY (January 7, 2008)** – L'Oréal USA, a subsidiary of L'Oréal S.A., the world's largest beauty company, today announced the acquisition of Columbia Beauty Supply, one of the professional salon industry's most well-respected distributors of salon products. Preceded by the acquisitions of Beauty Alliance, Inc., and Maly's West in 2007, this transaction represents another step in the company's strategy to take greater interest in the professional salon distribution process.

Columbia Beauty Supply, located in Charlotte, NC, is a family-owned business with 2007 sales of \$60 million, and a network of sales representatives and professional-only stores. With more than 80 years experience in the salon industry, Columbia Beauty Supply has a rich heritage and longstanding relationships with salon professionals. It will be managed by Beauty Alliance, Inc., (BAI) which is headquartered in Clearwater, FL. Columbia Beauty Supply, which services the salon community throughout the Southeastern part of the US, is geographically compatible with BAI creating a strong synergy between the two companies.

“This acquisition enables us to continue to leverage our strengths by getting closer to hairdressers and their consumers, ensuring our leadership position and future sustainability in this category,” said David Craggs, President of L'Oréal USA's Professional Products Division. “As with BAI and Maly's West, this acquisition will enable us to further control diversion, while creating better services and efficiencies to

the benefit of salons, our brands, and other non-L'Oréal brands and consumers of salon products.”

Don Anderson, President and CEO of Columbia Beauty Supply said, “Columbia Beauty Supply’s mission to provide education, opportunity, products and service with integrity to the benefit of our customers, manufacturers, community and our employees, mirrors perfectly that of L'Oréal USA and BAI. We are pleased to be part of their organization which shares our passion for the professional salon community.”

#### ABOUT L'OREAL USA

L'Oréal USA, headquartered in New York City, with 2006 sales of over \$4 billion and 7,500 employees, is a wholly-owned subsidiary of L'Oréal SA, one of the world’s leading beauty companies. L'Oréal USA has Research and Development, Manufacturing and Distribution facilities across eight states in the U.S., including New York, New Jersey, Kentucky, Arkansas, Illinois, Ohio, Colorado and Texas. L'Oréal’s impressive portfolio of brands includes Lancôme, Giorgio Armani, Shu Uemura, L'Oréal Paris, Garnier, Vichy, La Roche-Posay, L'Oréal Professionel and Kérastase. The U.S. is the base for the product development, international marketing and advertising for L'Oréal’s nine American brands: Maybelline New York, Soft-Sheen.Carson, Kiehl’s Since 1851, Ralph Lauren, Redken 5<sup>th</sup> Avenue NYC, Matrix, Mizani, SkinCeuticals and PureOlogy.

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