

Clichy, Tuesday, April 27th, 2010 – 5:45 p.m.

ANNUAL GENERAL MEETING BOARD OF DIRECTORS' MEETING OF APRIL 27th, 2010

- **Renewal of the tenure of Sir Lindsay Owen-Jones as Director and Chairman of the Board of Directors**
- **Renewal of the tenure of Mr Jean-Paul Agon as Director and Chief Executive Officer of L'Oréal**
- **Approval of a dividend of €1.50, up by +4.2%**
- **All the resolutions submitted to the Annual General Meeting were approved by a large majority**

The Annual General Meeting of L'Oréal shareholders was held at the Carrousel du Louvre, in Paris, on Tuesday, April 27th, 2010 under the chairmanship of Sir Lindsay Owen-Jones, Chairman of the Board of Directors.

The Annual General Meeting in particular:

- approved the parent company financial statements and the consolidated financial statements for 2009.
- decided on the payment of a dividend of €1.50 per share, which will be payable as from Wednesday, May 5th, 2010.
- renewed the tenure as Directors of Sir Lindsay Owen-Jones and Mr Jean-Paul Agon, as well as Mr Francisco Castañer-Basco, Mr Charles-Henri Filippi, Mr Xavier Fontanet and Mr Marc Ladreit de Lacharrière.

The Board of Directors' meeting held at the end of the Annual General Meeting decided, as previously announced on February 15th, to continue with the separation of the roles of the Chairman and the Chief Executive Officer and to renew the duties of Sir Lindsay Owen-Jones as Chairman of the Board of Directors and of Mr Jean-Paul Agon as Chief Executive Officer of L'Oréal.

Finally, the Board of Directors approved the amount of the share capital at April 27th, 2010: 599,217,810 shares with a par value of €0.20, making a total of 119,843,562 euros.

All the resolutions put to the Annual General Meeting were adopted at a very large majority. The results of the votes are available on the www.loreal-finance.com website. A summary of the AGM will be provided in the next L'Oréal "Letter to Shareholders", available on request and on the www.loreal-finance.com website.

"This news release does not constitute an offer to sell, or a solicitation of an offer to buy L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers, also available in English on our Internet site www.loreal-finance.com.

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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