



COTY PRESTIGE ANNOUNCES AGREEMENT WITH PAUL WALKER

THE ACTOR WILL BE THE NEW FACE OF DAVIDOFF COOL WATER

Paris, January 14, 2011 — Coty Prestige, a division of Coty Inc., announced today that it has signed an agreement with actor Paul Walker to be the new face of the Davidoff Cool Water fragrance advertising campaign starting worldwide July 2011.

To view the multimedia press release click here:

<http://multivu.prnewswire.com/mnr/prne/cotydauidoff/47576/>

The American actor has conquered Hollywood playing Brian O'Conner in "The Fast and the Furious" films, and has proven his love for acting and action in films including Clint Eastwood's "Flags of Our Fathers," "Eight Below," "Joy Ride" and "Takers." He will next be seen reprising his role opposite Vin Diesel in "Fast Five," being released this spring.

Having studied marine biology, Paul is known for his passion for the ocean, ocean conservation, diving and surfing. Demonstrating his comfort in the water in the film "Into the Blue" with Jessica Alba, Paul underlines his commitment to its conservation with his involvement in the National Geographic Channel documentary series, "Expedition Great White," an expedition studying migratory patterns of great white sharks.

The agreement with Coty marks the first time that Walker crosses over into the fragrance market.

"I have a really intimate relationship with the ocean and Davidoff Cool Water is the quintessential ocean fragrance. I am honored to be the new face of this campaign," said Paul Walker.

"Paul Walker is a natural choice to represent Davidoff Cool Water. He truly embodies the values of this legendary fragrance. Not only thanks to his personal commitment around oceans, but also for his intense energy, powerful masculinity and cool attitude that characterize him," said Françoise Mariez, SVP International European Marketing Licenses, Coty Prestige.

The agreement entails Paul Walker being the worldwide public face of Davidoff Cool Water. In July 2011, the first TV commercial and print ad for the fragrance featuring the sexy and cool actor will appear.

About Coty Inc.

Coty was created in Paris in 1904 by François Coty who is credited with founding the modern fragrance industry. Today, Coty Inc. is a recognized leader in global beauty with annual net sales of nearly \$4 billion. Driven by an entrepreneurial spirit, passion, innovation and creativity, Coty Inc. has developed an unrivaled portfolio of notable brands and delivers its innovative products to consumers in 90 markets worldwide.

The *Coty Prestige* brand portfolio is distributed in prestige and ultra-prestige stores and includes Balenciaga, Bottega Veneta, Calvin Klein, Cerruti, Chloé, Chopard, Davidoff, Jennifer Lopez, Jil Sander, JOOP!, Karl Lagerfeld, Kenneth Cole, L.A.M.B. fragrance by Gwen Stefani, La Voce by Renée Fleming, Lancaster, Marc Jacobs, Nikos, Roberto Cavalli, Sarah Jessica Parker, Vera Wang, Vivienne Westwood and Wolfgang Joop. The *Coty Beauty* brand portfolio is more widely distributed and includes Adidas, Astor, Baby Phat, Beyoncé Knowles, Celine Dion, Chupa Chups, David and Victoria Beckham, Esprit, Exclamation, Faith Hill, GUESS, Halle Berry, Jovan, Kate Moss, Kylie Minogue, La Cross, Miss Sixty, Miss Sporty, Nautica, N.Y.C. New York Color, Pierre Cardin¹, Playboy, Rimmel, Sally Hansen, Shania Twain, Stetson, Tim McGraw, and Tonino Lamborghini. Coty and Puig

Fashion and Beauty S.A. have a strategic partnership for the distribution of the perfume lines of Nina Ricci, Carolina Herrera, Prada, Paco Rabanne, and Antonio Banderas in the United States and Canada.
For additional information about Coty Inc., please visit www.coty.com.

¹ Not available in North America

Media Contact:

Anita Providel

PR & Communications Manager

COTY

P: 02 8263 9919

E: anita_providel@cotyinc.com