



# Media Advisory

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**CNN's Paula Zahn and Zain Verjee  
Lead CNN's "Inspire" Summit  
A Tribute to Women with the Power to Shape the Future**

*Hosted by CNN Ad Sales and Sponsored by L'Oréal Paris*

*Featuring Grammy®-Winning A Cappella Group "Sweet Honey in the Rock"*

Championing women whose efforts have inspired others to act and get involved, CNN Ad Sales is hosting the CNN "Inspire" Summit, sponsored by L'Oréal Paris, at the Time Warner Center in New York City on Oct. 10th. The event will bring together a distinguished audience of women whose impact has been felt through their political, environmental, and social efforts. This live event will honor women of achievement and the women they, in turn, find inspiring and who they feel have the power to shape the future for women today.

Following opening remarks from CNN Anchor Paula Zahn, Zain Verjee, CNN international correspondent who covers world events for *The Situation Room*, will lead the evening of discussion touching on women's roles in the political, economic, environmental and social landscapes and how they continue to make a difference on both a local and international level. The event will also feature performances by "Sweet Honey in The Rock," the world-renowned, Grammy®-winning a cappella group whose stirring vocals range from spirituals and hymns to songs of outright protest.

"This event brings together some truly remarkable individuals to discuss serious issues facing women and the world as a whole," said Greg D'Alba, COO of CNN Ad Sales and Marketing. "We are proud to have L'Oréal Paris joining us for this exceptional evening of education, interaction and dialogue."

The CNN "Inspire" Summit will also honor recipients of L'Oréal Paris' "Women of Worth" award – a grassroots award program, currently in its first year, that reaches out to communities, asking people to nominate women who have had a dramatic impact at the local level.

For over 30 years L'Oréal Paris has been an advocate for women's empowerment and health issues, highlighted by the groundbreaking "Because I'm Worth It" campaign and through partnerships with non-profit women's organizations, such as the Ovarian Cancer Research Fund. The "Women of Worth" award recipients will be announced by Carol J. Hamilton, President, L'Oréal Paris.

CNN Worldwide, a division of Turner Broadcasting System, Inc., a Time Warner Company, is one of the world's most respected and trusted sources for news and information. Its reach extends to nine cable and satellite television networks; one private place-based network; two radio networks; wireless devices around the world; four Web sites, including CNN.com, the first major news and information Web site; CNN Pipeline, an on-demand broadband video service; CNN Newsource, the world's most extensively syndicated news service; and partnerships for four television networks and one Web site.

Turner Broadcasting System, Inc., a Time Warner company, is a major producer of news and entertainment product around the world and a leading provider of programming for the television industry.

The L'Oréal Paris Brand Division of L'Oréal USA, Inc. is a total beauty care company that combines the latest in technology with the highest in quality for the ultimate in luxury beauty at mass. The L'Oréal Paris product family includes Preference, Excellence, Natural Match, Feria, and Couleur Experte haircolors; VIVE Pro, Studio Line, and L'Oréal Kids hair care; Dermo-Expertise skin care, including Advanced Revitalift, Wrinkle De-Crease, Age Perfect, Men's Expert, Sublime Slim and Sublime Bronze; and L'Oréal Paris Cosmetics, including Colour Riche lip colors, True Match Makeup, Wear Infinite eyeshadows, Voluminous, Double Extend, Lash Out, and Volume Shocking mascaras, among many others, and the HIP High Intensity Pigments line.

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CONTACTS:

Brooks Jewell	Turner Broadcasting System, Inc.	212-275-6882	brooks.jewell@turner.com
Sal Petruzzi	Turner Broadcasting System, Inc.	212-275-6897	sal.petruzzi@turner.com
Jodi Balkan	L'Oreal Paris	212-984-4561	jbalkan@us.loreal.com