



L'Oréal Paris Celebrates Exceptional Community Achievement and Women's Inner Beauty and Volunteerism with the Third Annual Women of Worth Program

-- National Call for Nominations Begins April 1st --

--10 Honorees to Receive \$5,000 For Their Cherished Cause --

NEW YORK (March 31, 2008) - L'Oréal Paris is proud to announce that it will continue to recognize, celebrate and support women who actively serve others in their communities with its third annual Women of Worth grassroots awards program. The initiative, which honors and awards women from across the country for their inspiring volunteer work and community enrichment initiatives, was created to bring the L'Oréal Paris iconic brand philosophy, "Because I'm Worth It" to life. A Woman of Worth is an inspiring volunteer, an outstanding achiever with a beautiful heart who dedicates herself to enriching the life of others and making a positive impact. Consumers are invited to join the inspiring Women of Worth community at www.womenofworth.com <<http://www.womenofworth.com>> <<http://www.womenofworth.com>> <http://www.womenofworth.com> > <<http://www.womenofworth.com>> . Visitors to the site are able to nominate a woman whose volunteerism is making a beautiful difference, as well as find helpful tips on how to get involved in volunteering and read and share inspiring stories of worth. Nominations are open from April 1st through June 16th at www.womenofworth.com <<http://www.womenofworth.com>> <<http://www.womenofworth.com>> <http://www.womenofworth.com> > <<http://www.womenofworth.com>> .

This year, 10 Women of Worth honorees will receive \$5,000 for their most cherished causes and a \$5,000 donation will be made on their behalf benefiting ovarian cancer research and awareness initiatives, the philanthropy of record for L'Oréal Paris. Additionally, one National Honoree, will be chosen via a public vote this fall on www.womenofworth.com <<http://www.womenofworth.com>> <<http://www.womenofworth.com>> <<http://www.womenofworth.com>> > , and will receive a \$25,000 monetary donation to her cherished nonprofit organization. These 10 honorees will join an amazing group of women who have dedicated themselves to improving the lives of others. To date, the L'Oréal Paris Women of Worth initiative has recognized 20 women nationwide for their outstanding commitment to their causes-- ranging from improving literacy, to protecting the environment to raising awareness of female health issues.

"L'Oréal Paris is committed to celebrating women's inner beauty and empowering women everywhere to change the world," said Carol J. Hamilton, President, L'Oréal Paris. "Through the Women of Worth initiative, we are able to recognize and applaud the members of our communities who strive to make a difference and provide inspiration for us all."

For more information about the Women of Worth Program and to nominate a women you know, please visit www.womenofworth.com <<http://www.womenofworth.com>> <<http://www.womenofworth.com>> <http://www.womenofworth.com> > <<http://www.womenofworth.com>> .

About L'Oréal Paris

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 brand encompasses the four major beauty categories -- haircolor, haircare, skincare and cosmetics -- and includes such well-known brands as Preference, Excellence and Natural Match haircolors; VIVE Pro, Studio Line, and L'Oréal Kids haircare; Dermo-Expertise skincare, including Advanced Revitalift, Age Perfect, Skin Genesis, Sublime Bronze and Men's Expert; Colour Riche, True Match and Bare Naturale cosmetics collections, a portfolio of mascara including Voluminous, Double Extend and Telescopic among many others, and the HIP High Intensity Pigments line.

L'Oréal Paris is dedicated to women around the world and the company has been inspired to give back and make a difference in their lives. In 1997, L'Oréal Paris made a long-term commitment to raising awareness for ovarian cancer, which continues to build. To date, L'Oréal Paris has helped raise over \$13 million dollars to further research and build awareness with fundraising efforts such as the L'Oréal Legends Gala and L'Oréal's annual "Color of Hope" cosmetic and jewelry collections.

For more information on L'Oréal Paris and its brands, and to get comprehensive, personalized beauty information from the experts, visit www.lorealparis.com <<http://www.lorealparis.com>> <<http://www.lorealparis.com>> <http://www.lorealparis.com> > <<http://www.lorealparis.com>> for access to unique content and dynamic interactive features, including the exclusive "Can I Help You" diagnostic tool.