

For Immediate Release

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Heather Morris Teams With FLIRT! Cosmetics as Celebrity Style Ambassador

Glee's Biggest "Flirt" to Support FLIRT! Cosmetics Spring 2011 Product Collection as New Celebrity Style Ambassador

New York, NY (December 7, 2010) FLIRT! Cosmetics has teamed with Heather Morris, actress, dancer, singer and star of the hit television show, *Glee*, as their new Celebrity Style Ambassador in support of the brand's Spring 2011 product collection. Heather Morris will act as "ambassador" for the brand appearing on FLIRT!'s websites and social networks and supporting in-store and promotional efforts including a consumer contest looking for the next "flirtiest performer." FLIRT! Cosmetics is exclusively available at Kohl's stores nationwide and Kohls.com. The campaign will launch early next year.

"Heather Morris is the perfect fit for the FLIRT! brand and we couldn't be more excited to have her as a part of our team," said Julie Howard, Senior Vice President of Marketing for FLIRT! Cosmetics. "Heather is fun, sassy, playful, and of course flirty, all qualities that inherently fit with our brand personality and the direction of our new Spring product line. We feel very lucky and honored to be working with someone so talented – a true rising star."

"I am thrilled FLIRT! tapped into me to be their new Style Ambassador," said Heather Morris. "I love FLIRT! products because they help me express my own personal style – especially when I want to stand out on set or in the crowd. What could be more fun than getting to play with makeup and fragrance and tell people all about it!"

Heather Morris will support FLIRT!'s Spring Collection and appear in-store and online beginning in February 2011.

FLIRT! Cosmetics gives you permission to be your prettiest and freedom to be your flirtiest so you can shimmer, shine and show off. FLIRT! is a super colorful makeup and fragrance line that invites you to have fun with your beauty routine and get ready to get noticed. FLIRT! was established in 2004 and is available exclusively in the US at Kohl's Department Stores and at www.kohls.com. FLIRT! is a d.b.a. of BeautyBank Inc., which is a wholly owned subsidiary of The Estée Lauder Companies Inc. (NYSE:EL). This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Words like "will" or similar expressions identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause the companies' actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to competition in the beauty and retailing industries and the success of the launch.