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COTY INC. AND KATY PERRY ANNOUNCE FRAGRANCE PARTNERSHIP
Global Beauty Leader and Multi-Platinum Recording Artist to Develop Innovative New Line of Fragrances

NEW YORK, Nov. 28, 2012 — [Coty Inc.](#), a new emerging leader in beauty, announced today the signing of multifaceted singer, songwriter and entertainer Katy Perry to develop and market her own line of signature fragrances. As part of the project, Coty will also distribute the artist's successful existing fragrance portfolio, comprised of Purr and Meow!, effective immediately.

Perry joins Coty's impressive list of brands that include Calvin Klein, Chloé, Marc Jacobs and Playboy, among many others.

Eight-time Grammy nominee Katy Perry is one of the best-selling recording artists of this era. Her monumental album Teenage Dream, which has sold more than 5 million copies and 50 million single downloads to date, has remained in the Top 40 album charts since its release two years ago. Perry is a global superstar, touring the world with sold out arenas, including 124 live shows in her 2011 California Dreams tour. The tour is documented in this summer's hit 3D feature "Katy Perry: Part of Me," which is already the fourth biggest music documentary of all time.

"We are thrilled to have an artist as creative and talented as Katy Perry join us at Coty," said Renato Semerari, president, Coty Beauty. "Katy is original and daring—her unique approach to music and life will serve as the inspiration behind her innovative new scents and allow us to explore new avenues of scent creation."

"I am honored to be working with Coty, which has produced some of my favorite fragrances," said Perry. "I'm excited to share what's next in my perfumed world as well as making Purr and Meow! more accessible worldwide!"

For additional information about Coty and its portfolio of fragrances, color cosmetics and skin and body care products, please visit www.coty.com

About Coty Inc.

Coty is a new emerging leader in beauty with net revenues of \$4.6 billion for the fiscal year ended June 30, 2012. Founded in Paris in 1904, Coty is a pure play beauty company with a portfolio of well-known fragrances, color cosmetics and skin & body care products sold in over 130 countries and territories. Coty's product offerings include such global brands as **adidas, Calvin Klein, Chloé, Davidoff, Marc Jacobs, OPI, philosophy, Playboy, Rimmel** and **Sally Hansen**.

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About Katy Perry

Katy Perry has cemented her status as a best-selling superstar with the global success of her second studio album, *Teenage Dream*, which debuted at #1 in 8 countries and has spent every week in Billboard's Top 200 album sales chart since its release 2 years ago. She became the only female artist to have 5 #1 singles from one album on the Billboard Hot 100 chart ("California Gurls," "Teenage Dream," "Firework," "E.T." and "Last Friday Night"). The recently-released special edition, *Teenage Dream: The Complete Confection*, added "Part of Me" and "Wide Awake" to Katy's list of nine Top 40 chart-toppers (dating back to her multi-platinum debut album, 2008's *One of the Boys*, which generated four hit singles: "I Kissed A Girl," "Hot N Cold," "Thinking of You" and "Waking Up In Vegas"). In 2011, she sold out arenas around the globe on her California Dreams Tour. The tour was the subject of this year's 3D feature film, *Katy Perry: Part Of Me*, which is already the fourth biggest music documentary of all time, outpacing films from Madonna, U2, and the Rolling Stones.

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