



KOSÉ announces licensing agreement with Coty to establish a major presence in Japan's market for male cosmetics, manufacturing and distributing "adidas" personal care products

KOSÉ Corporation (KOSÉ) (Headquarters: Chuo-ku, Tokyo, Japan; President: Kazutoshi Kobayashi) and Coty Inc. (COTY) (Headquarters: New York, United States; CEO: Bernd Beetz), a leader in the global beauty industry, announce a licensing agreement regarding the manufacture and distribution of Coty's adidas branded personal care and fragrance products in Japan. Under this agreement KOSÉ will import and manufacture adidas products, beginning with a launch in the Japanese market scheduled to occur during KOSÉ's current fiscal year, which ends in March 2010.

With this agreement, KOSÉ will begin the manufacture and distribution of adidas personal care products for men including for the first time. This venture combines the globally respected adidas brand with KOSÉ's extensive knowledge of the Japanese cosmetics business and skill in the development of innovative products. Combining these strengths will make it possible to create products that match the life styles and preferences of men in Japan while taking advantage of a brand with outstanding recognition and value. Coty and KOSÉ believe that these strengths will position adidas in Japan as a sport performance brand that deliver unprecedented added value. Marketing activities will use solely the adidas brand rather than the KOSÉ label. Preparations will soon begin to determine a product lineup, marketing strategy, sales channels and other items.

This licensing agreement is one aspect of initiatives to achieve KOSÉ's goal of entering new business areas. This agreement shall be KOSÉ's first entry into the male personal care market. By entering this market with the powerful adidas brand, KOSÉ plans to expand the scope of activities of the entire KOSÉ Group as a comprehensive supplier of personal care products. Since 1984 Coty has manufactured adidas-branded fragrance, skin care and personal care products pursuant to a license agreement with adidas AG.

adidas started operations in 1949 in Germany. Today, with several prominent brands, adidas is a global leader within the sporting goods industry. adidas uses its brands in many other product sectors, too.

*Details of new products for Japan will be released as soon as a decision is made.

adidas Group

(Headquarters: Herzogenaurach, Germany; CEO: Herbert Hainer)

URL: <http://www.adidas.com/com>



The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around three core segments: adidas, Reebok and TaylorMade-adidas Golf.

The Group has more than 38,000 employees and generated sales of EUR 10.8 billion in 2008.

About Coty Inc.

(Headquarters: New York, United States; CEO: Bernd Beetz)



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 unrivalled 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 Baby Phat, Balenciaga, Calvin Klein, Cerruti, Chloé, Chopard, Davidoff, Home Skin Lab, Jennifer Lopez, Jette Joop, Jil Sander, JOOP!, Karl Lagerfeld, Kenneth Cole, L.A.M.B. fragrance by Gwen Stefani, La Voce by Renée Fleming, Lancaster, Marc Jacobs, Nautica, Nikos, Phat Farm, Sarah Jessica Parker, Vera Wang, Vivienne Westwood and Wolfgang Joop.

The Coty Beauty brand portfolio is more widely distributed and includes adidas, Astor, Beyoncé Knowles, Celine Dion, Chupa Chups, David and Victoria Beckham, Esprit, Exclamation, GUESS, Halle Berry, Jovan, Kate Moss, Kylie Minogue, La Cross, Miss Sixty, Miss Sporty, 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, and Paco Rabanne in the United States and Canada.

For additional information about Coty Inc., please visit www.coty.com.

1. Not available in North America

KOSÉ Corporation

(Headquarters: Chuo-ku, Tokyo, Japan; President: Kazutoshi Kobayashi)

URL: <http://www.kose.co.jp>



KOSÉ was founded as a cosmetics company in Tokyo by Kouzaburo Kobayashi in 1946. KOSÉ has two core strengths. The first is its skill in developing products that create new markets. The second is its original brand marketing expertise that can establish brands at the most suitable level depending on consumer needs. KOSÉ products are distributed in Japan and other countries in Asia.

There were 5,370 employees and generated sales of 1,781 billion yen in 2008.