

MARY KAY: The Company

Mary Kay Inc. 2009 Fact Sheet

Mary Kay Ash founded Mary Kay Cosmetics on Sept. 13, 1963, with her life savings of \$5,000 and the support of her 20-year-old son, Richard Rogers. Today, Mary Kay is one of the largest direct sellers of skin care and color cosmetics in the world, generating wholesale sales of \$2.6 billion in 2008. Mary Kay® products are sold in more than 35 markets worldwide, and the company's global independent sales force exceeds 2 million. Led by President and CEO David Holl and the company's global executive team, Mary Kay's 5,000 employees worldwide continue to fulfill Mary Kay Ash's mission of enriching women's lives. Mary Kay's son and company co-founder, Richard Rogers, continues to serve as executive chairman.

The Business Opportunity

More than 2 million people sell Mary Kay® products worldwide. The leaders in the independent sales force are Independent National Sales Directors and Independent Sales Directors. Throughout the company's 46-year history, some 500 women worldwide have risen to the rank of Independent National Sales Director, the pinnacle of achievement in the independent sales force. Approximately 36,000 women across the world currently hold the position of Independent Sales Director. To learn more about starting a Mary Kay business, go to www.marykay.com. For more information on direct selling, log on to the Direct Selling Association's Web site at www.dsa.org.

The Products

Mary Kay produces more than 200 premium products in its state-of-the-art manufacturing facilities in Dallas, Texas, and Hangzhou, China. All products sold in the United States are manufactured in the Dallas facility or by third-party suppliers who manufacture products to Mary Kay's strict, premium-quality standards. In a typical year, Mary Kay spends millions of dollars and conducts more than 300,000 tests to ensure that Mary Kay® products meet the highest standards of quality, safety and performance. To learn more about quality standards in the cosmetics industry, visit the Personal Care Products Council's Web site at www.personalcarecouncil.org.

The Heart

Mary Kay Ash founded her Company on the Golden Rule and emphasized the importance of giving back to others. Every day Mary Kay is changing the lives of women and children around the world as part of its Pink Changing LivesSM initiative. As part of this effort in the United States and Canada, Mary Kay Ash established The Mary Kay Foundation in 1996, a nonprofit public foundation that provides funding for research of leading cancers affecting women. In 2001, The Mary Kay Foundation expanded its mission to support efforts to both prevent violence against women and help women who have been victims of abuse. Since its inception, The Mary Kay Foundation has given nearly \$30 million to these two important causes. To learn more about The Mary Kay Foundation, visit www.marykayfoundation.org.

The World

Mary Kay® products are sold in more than 35 markets around the world. Mary Kay opened its first international market, Australia, in 1971, and its most recent openings include India in 2007 and Singapore in 2008. Three of Mary Kay's top international markets are China, Russia and Mexico.

The Pink Cadillac

Company founder Mary Kay Ash was a big believer in rewarding top independent sales force members with cars, dream vacations, diamonds and other lavish items she often referred to as "Cinderella gifts." Among these is one of the most well-known symbols of an independent sales force member's success – the pink Cadillac. Currently, some 1,600 independent sales force members in the United States have earned the privilege to drive a Mary Kay pink Cadillac. Along with the pink Cadillac, Mary Kay offers a variety of car options worldwide through the Mary Kay® Career Car program including BMW, Mercedes, Peugeot, Toyota and Chevy.

About Mary Kay

Mary Kay, one of the largest direct sellers of skin care and color cosmetics, realized another year of record results. In 2008, Mary Kay Inc. and its international subsidiaries achieved \$2.6 billion in wholesale sales worldwide. Mary Kay® products are sold in more than 35 markets worldwide, and the global Mary Kay independent sales force exceeds 2 million. To learn more about Mary Kay, log on to www.marykay.com or call 1-800-MARY KAY (1-800-627-9529).

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