

ONLINE VOTING RULES: WOMEN OF WORTH

VOTERS MUST NOTE THAT ALL OF THE FOLLOWING RULES AND PROCEDURES ARE SUBJECT TO CHANGE AT THE SOLE DISCRETION OF L'ORÉAL PARIS. PLEASE READ THESE RULES CAREFULLY.

NO PURCHASE IS NECESSARY TO VOTE. A PURCHASE WILL NOT IMPROVE AN HONOREE'S CHANCE TO WIN.

Rules

Online voting begins November 4, 2013 at 9:00 AM Eastern Time ("ET") and runs through November 20, 2013 at 11:59PM ET. Votes received after 11.59 PM. ET on November 20, 2013 will not be counted. Votes can be made once per email address per day. During the voting period, votes can also be made via Facebook and Twitter. All votes are final and cannot be changed following submission. Votes will not be acknowledged by L'Oréal Paris. L'Oréal Paris reserves the right, in its sole discretion, to void any votes it deems to be fraudulent, not cast in conformity with these official rules or otherwise designed to undermine the integrity of the voting process. Decisions of L'Oréal Paris are final. For more information about the voting process, see the Official Rules at

<http://www.womenofworth.com/img/pdf/2012WOWRULES.pdf>

Eligibility to Vote

Anyone with a valid e-mail address who meets the eligibility criteria set forth herein may vote for his or her favorite honoree. Must be 13 years of age or older and a legal resident of the United States to vote. Employees of L'Oréal USA, Inc., The Points of Light Institute, RGA, their respective parent, subsidiaries and affiliates, and the immediate family members and/or those living in the same household of each of the foregoing are not eligible to vote.

Internet

Sponsor is not responsible for technical failures of any kind or any problems or delays arising from any technical, software or equipment malfunctions, computer viruses, congestion on or unavailability of the Voting site during the voting period, any other technical, equipment or human errors of any kind. If Sponsor determines in its sole discretion that there is any suspected or actual evidence of electronic or non-electronic tampering or fraud relating to any portion of the voting, or if technical difficulties compromise the integrity of the voting, it may cancel, terminate, modify or suspend the voting, in whole or in part, at any time without notice.

Award

L'Oréal Paris will make a donation of \$25,000 to a non-profit organization in the name of the Women of Worth National Honoree. The selection of the recipient non-profit organization shall be made in consultation with the Women of Worth National Honoree, but the final decision shall be in the sole

discretion of L'Oréal Paris. The Award donation shall not be used to satisfy a binding pledge or other legal obligation of the Honorees or any third party.

For more information, see the Official Rules at <http://www.womenofworth.com/img/pdf/2012WOWRULES.pdf>

FREQUENTLY ASKED QUESTIONS

How do I vote for someone?

There are three ways for you to vote for your favorite Women of Worth candidate. Votes may be cast:

(1) Website: through the Women of Worth website at www.womenofworth.com. You will be directed to a login page where you will need to enter your e-mail address to cast your vote. If you do not have a valid email account you will not be able to vote online.

(2) Facebook: If you have a Facebook account you can vote online at <https://www.facebook.com/lorealparis> by signing into your Facebook and "Liking" the official L'Oréal Paris Fan Page. You can then vote for a Women of Worth Candidate by "liking" the Women Of Worth posts that will be live during the period of 11/4/13-11/20/13, each post will have a voting lifetime of 24 hours from being published, each "like" will be treated as one vote, you can only "like" a posting once" If you do not have a Facebook account, you can register for one for free at www.Facebook.com.

(3) Twitter: To vote via Twitter, you will need to log into your Twitter account and visit the L'Oréal Paris Twitter Profile (@LOrealParisUSA). Click the Twitter button on the Women of Worth candidate profile page for your favorite candidate or retweet the designated Tweet for the particular candidate you wish to vote for. If you do not have an account, you may sign up for a free account at Twitter.com.

Votes can be placed on all three platforms, www.lorealparisusa.com, Facebook, and Twitter for a total of three votes per day.

HOW MUCH DOES IT COST TO VOTE?

(1) All voting is free except for your standard internet access charges or data charges if you are using a web browser on your mobile device.

HOW MANY TIMES CAN I VOTE?

(1) Website: You may vote up to 1 time per day per email address via the Women of Worth website.

(2) Facebook Voting: You may vote up to 1 time per post per Facebook account. Liking the post will be treated as one (1) vote.

(3) Twitter Voting: You may vote up to 1 time per post per Twitter account User ID via Twitter. Each retweet will be treated as one (1) vote and you can only retweet once.

HOW DO I KNOW MY VOTE HAS BEEN COUNTED? As soon as you've liked the post or retweeted, you'll see how many "likes" or "retweets" the post has and you'll know its been counted.

(1) Website: If you are voting at www.womenofworth.com, you will receive a 'thanks for voting' confirmation message page after each vote. However, please note that only your first vote per day will count.

HOW MANY TIMES PER DAY CAN AN INDIVIDUAL VOTE? You have 24 hours to vote for each post, you'll only be able to vote once, each action will be treated as a vote.

L'Oréal Paris reserves the right to disqualify any votes that appear, in its exclusive judgment, to be generated by any automated system, including robotic, automatic, mechanical, programmed, or similar entry duplication methods, or which in any way disables or evades the technology in place to prevent such automated voting.

Votes are final once submitted.

The winner will be announced at a celebration in New York City on December 3, 2013.

What should I do if I experience technical difficulties in submitting a vote?

The online ballot for the Program at www.womenofworth.com has been designed to work well for the widest range of users. Nonetheless, you may encounter problems caused by your web browser, your computer or traffic issues with your Internet service provider (ISP). If you are experiencing consistent problems with the site, please inform us. To do this, please send the following information to include email address if applicable a detailed description of the problem; the specific address of the page where the problem occurred; the times when the problem occurred; the name and version of your web browser software (Netscape 4.X, Explorer 5.X); the computer you use with processor speed and RAM (Dell Pentium III with 256 Mb RAM; Mac G4 with 512 Mb RAM); the operating system and version your computer is running (Windows 2000; Mac OS 10.1); your ISP (America Online; Earthlink). America Online users, note: AOL's method for providing web access "caches" web pages. This can create problems when you fill out a form and receive an error message. If you see the same error message even after filling out the form again, then press the "refresh" button on the AOL browser, and it should correct the problem.

Disclaimer:

Online votes will be declared made by the authorized account holder of the e-mail address submitted at time of the vote. L'Oréal Paris ("Administrator") shall have the right to void any vote that appears, in Administrator's sole discretion, to be an automated or duplicate vote and/or any other "hack" violating the voting rules or otherwise interfering with the administration of the vote. Administrators reserve the right in their sole discretion to withdraw the transmission of, or otherwise disregard, any such vote and/or permanently disqualify from any promotion any person it believes has intentionally violated these voting rules. Moreover, Administrator may, in its sole discretion, terminate the voting at any point and declare a winner based on the valid eligible votes received up to that point, or as otherwise provided in the Official Rules, if it appears to Administrator in its sole discretion that the voting process

has been distorted by hacking or other interference such that the results would not reflect actual valid votes. Administrator, its parent, subsidiaries and affiliates and their respective officers, directors, and employees assume no responsibility for: (1) any injury or damage to any person's computer relating to or resulting from entering or downloading materials or software in connection with this vote; (2) communications, network, electronic, technical or computer failures of any kind; (3) inaccurate transcription of voting information; (4) errors in any promotional or marketing materials; (5) any human or electronic error in connection with the voting and/or tallying of the votes; or (6) votes that are stolen, misdirected, garbled, delayed by computer or telephonic transmissions, lost, or late.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROGRAM MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, ADMINISTRATOR RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

This program is in no way sponsored, endorsed or administered by, or associated with, Facebook or Twitter.