



FOR IMMEDIATE RELEASE

**L'Oréal Paris Scores Leading Man
Actor Patrick Dempsey as New Spokesperson**

MONTREAL – February 24, 2009 – L'Oréal Paris is excited to announce the signing of Hollywood heartthrob and actor Patrick Dempsey as the new international spokesperson of the brand outside the USA. Dempsey joins the ranks of Pierce Brosnan and Matthew Fox as a leading man for L'Oréal Paris.

"It is a great honour for me to become part of the L'Oréal Paris family. I love the dynamic energy of the brand, which constantly innovates to provide men and women all over the world with high quality products at the leading edge of technology also by sharing the values of diversity and opening on the world," says Patrick Dempsey.

Patrick Dempsey will be the face of not just one but two new L'Oréal Paris product lines for men launching in fall 2009. He will represent the new Men Expert Hydra-Sensitive skincare line, especially adapted to sensitive and sensitized skins. As well he will be representing Studio Line Mineral Fx, a new generation of gentle hairstyling products.

"Patrick Dempsey is currently one of Hollywood's best known actors, thanks to the success of the series Grey's Anatomy. Patrick Dempsey embodies the L'Oréal Paris brand with his generosity, his naturalness and especially his sincerity!" says Youcef Nabi, L'Oréal Paris International General Manager.

"We are thrilled to welcome the talented and charismatic Patrick Dempsey into the world of L'Oréal Paris as we believe his handsome good looks and charm will inspire Canadian men to pay greater attention to their hair and skincare regimens," says Anik Gagnon, L'Oréal Paris of Canada Communications Director.

Patrick Dempsey is internationally known for his portrayal of Dr. Derek Shepherd on the hit TV series Grey's Anatomy. In 2008 and 2007 this role earned him the Favourite Male TV Star People's Choice Award, and in 2007 a Screen Actors Guild Award for Best Male Actor in a Television Series.

Dempsey's film career has also kept him in the spotlight with his latest movie, romantic comedy "Made of Honor." As a popular leading man, he has worked alongside some of Hollywood's most talented leading ladies including: Amy Adams in the Academy Award nominated "Enchanted," Reese Witherspoon in "Sweet Home Alabama," and Hilary Swank in "Freedom Writers".

Other acting credits for Patrick Dempsey include roles in "Can't Buy Me Love," "Loverboy," "Scream 3," "With Honors," "Outbreak," "Hugo Pool," "The Treat," "The Palace Thief," "Heaven Help Us," "Happy Together," "Some Girls," "Coupe De Ville," "Run," "Mobsters," and "In The Mood".

A native of Lewiston USA, Dempsey began his artistic career in the theatre which lead to his success in film and television work.

About L'Oréal Paris of Canada

L'Oréal Paris is a division of L'Oréal Canada, a wholly-owned subsidiary of L'Oréal Group. Celebrating its 100th anniversary this year, the L'Oréal group is the largest cosmetics company in the world. Headquartered in Montreal, L'Oréal Canada had sales of \$846 million in 2008 and employs 1,200 people. The company's prestigious brand portfolio of over 25 brands encompasses all aspects of beauty.

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For more information, please visit: www.lorealparis.ca

Media Contact:

Anik Gagnon
Communications Director
L'Oréal Paris of Canada
Tel: (514) 287-4651
Email: agagnon@ca.loreal.com

Margaret Batuszkin / Sonja Andic
Director of Communications
Cowan & Company
Tel: (416) 462-8773 ext. 22
Email: margaret@cowanandcompany.net