

MARY KAY: The Company

2010 Fact Sheet

Mary Kay Ash founded Mary Kay Cosmetics on Sept. 13, 1963, with her life savings of \$5,000 (USD) and the support of her 20-year-old son, Richard Rogers. Today, Mary Kay Inc. and its international subsidiaries is one of the largest direct sellers of skin care and color cosmetics in the world. In 2008, Mary Kay Inc. and its international subsidiaries achieved \$2.6 billion (USD) in wholesale sales worldwide. Mary Kay® products are sold in more than 35 markets worldwide, and Mary Kay's global independent sales force exceeds 2 million. Led by President and Chief Executive Officer David Holl and the Company's global executive team, Mary Kay 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 global headquarters is located in Dallas, Texas, USA.

The Business Opportunity

More than 2 million people sell Mary Kay® products worldwide. With flexible hours and an open-ended opportunity for success, having a Mary Kay business has proven to be an ideal choice for women of all backgrounds. Members of the Mary Kay independent sales force are in business for themselves, set their own schedules, build their own customer base and determine their own level of success. The leaders in the independent sales force are Independent National Sales Directors and Independent Sales Directors. During Mary Kay's 47-year history, more than 600 women worldwide have become 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 <http://www.marykay.com.my>

The Products

Mary Kay produces premium products in its state-of-the-art manufacturing facilities in Dallas, Texas, USA, and Hangzhou, China. All products adhere to Mary Kay's strict, premium-quality standards. In a typical year, Mary Kay spends millions of dollars (US) and conducts more than 300,000 tests to ensure that Mary Kay® products meet the highest standards of quality, safety and performance.

The Heart

Mary Kay Ash founded her company on the Golden Rule and emphasized the importance of giving back to others. Because of this commitment, Mary Kay Inc. and Mary Kay's international subsidiaries are changing the lives of women and children around the world through its corporate social responsibility efforts known as Pink Changing LivesSM. Through its *Beauty that Counts*TM campaign, Mary Kay is donating just under \$3 million (USD) from the 2008 and 2009 worldwide sale of *Beauty that Counts*® Crème Lipsticks to causes that change the lives of women and children around the world.

Mary Kay Global

Mary Kay is one of the largest direct sellers of skin care and color cosmetics in the world. Mary Kay® products are sold in more than 35 global markets. Mary Kay opened its first international market in Australia in 1971. Since 1990, Mary Kay has experienced significant growth, opening in more than 20 new markets around the world. Mary Kay's most recent openings include India in 2007 and Singapore in 2009. Mary Kay's top markets include China, Mexico, Russia and the United States. Mary Kay Malaysia was founded October 2000.

About Mary Kay

Mary Kay Malaysia is a subsidiary of Mary Kay USA, a leading direct-selling company that promotes premium-quality cosmetics and skin care products worldwide. Set up in October 2000, Mary Kay Malaysia has increased its presence in the country through the setting up of the Johor Bahru Beauty Center and Penang Beauty Center and continues to spread its wings with anticipated center openings in the east Malaysia.

Mary Kay is a leading brand of facial skin care and color cosmetics in the U.S (based on an independent U.S market research). This claim is based on 2006 industry data according to a syndicated "Cosmetics & Toiletries USA 2006" study done by Kline & Company, Inc., an independent market research firm that compiles and reports sales estimates for the industry.