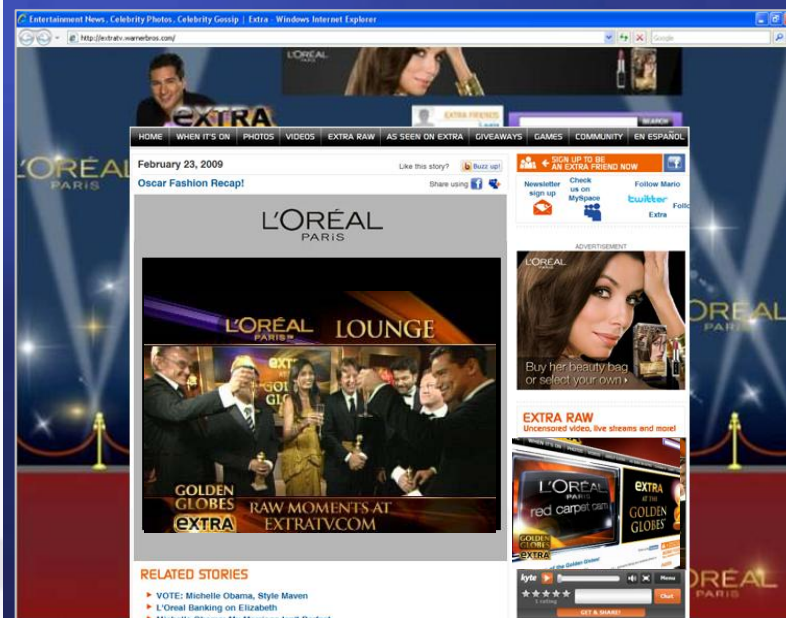


Extra and L'Oréal Paris Red Carpet Sponsorship

- Reinforced the brand as a beauty leader with a key presence at four major award shows
 - The “L'Oréal Paris Lounge” at the 2009 Golden Globes
 - Additional 2009 coverage at the Academy Awards, Grammy's and Screen Actors Guild awards
- On-air
 - Backstage interviews with award winners, including Alec Baldwin and Kate Winslet
 - Celebrities receive on-air touch-ups from a makeup artist
 - “L'Oréal Red Carpet Cam” segment ranks the best-dressed celebrities
- Host Mario Lopez drives viewers to ExtraTV.com
 - L'Oréal Paris logo used as Extra's website background
 - “Raw Moments” section shows L'Oréal Paris Lounge footage
 - “L'Oréal Red Carpet Cam” page features L'Oréal gift basket contest
- Results
 - Proven success by L'Oréal's multi-year partnership
 - Independent research found that non-users and former users of L'Oréal Paris would consider using the brand after watching the integration



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