

SALLY HANSEN ANNOUNCED AS AN OFFICIAL SPONSOR OF THE "2017 MISS AMERICA COMPETITION"

Atlantic City, NJ (September 9, 2016) – The Miss America Organization is pleased to announce Sally Hansen as an official sponsor of "The 2017 Miss America Competition." The 96th Miss America Competition is returning to Atlantic City's Boardwalk Hall on **SUNDAY, SEPTEMBER 11th (9:00 - 11:00 p.m. ET)** on the ABC Television Network.

As an official sponsor of Miss America, Sally Hansen's best-selling Airbrush Legs® Leg Makeup will be featured during the Lifestyle and Fitness competition during the live broadcast portion of the show. A favorite of celebrity makeup artists, stylists and beauty and fashion influencers, Airbrush Legs® is a lightweight leg makeup that hides imperfections, evens out skin tone and leaves legs looking smooth, toned and sexy all day long.

"We are pleased to announce our new partnership with Sally Hansen," said Josh Randle, Chief Operating Officer of the Miss America Organization. "Sally Hansen is a trusted name and global leader in women's beauty, and we look forward to working with them on this year's show."

The Miss America Organization, based in Atlantic City, New Jersey, is the nation's leading advocate for women's education and the largest provider of scholarship assistance to women.

For the latest news, be sure to follow Miss America on social and join the conversation by using the official hashtag for the show, #MissAmerica.

Facebook: <https://www.facebook.com/missamerica>

Twitter: <https://twitter.com/missamericaorg>

Instagram: <https://instagram.com/missamericaorg>

YouTube: <https://www.youtube.com/user/MissAmericaOrg>

Tumblr: <http://blog.missamerica.org/>

Join the Conversation: #MissAmerica

dick clark productions and the Miss America Organization will

collaborate on all creative, marketing, sponsorship, licensing, ticketing and distribution elements of this year's show. Tony Eaton and Tall Pony Productions will produce the "2017 Miss America Competition."

To purchase tickets to the "2017 Miss America Competition," please visit http://www.ticketmaster.com/Miss-America-Competition-tickets/artist/834520?tm_link=edp_Artist_Name.

For more information on the "2017 Miss America Competition," please visit Miss America Organization's website at www.missamerica.org.

About The Miss America Organization

The Miss America Organization, a 501(c) 4 non-profit corporation, awards millions of dollars in annual college scholarship assistance making it the largest scholarship program for women in the United States. MAO is comprised of 52 licensed organizations which includes all 50 states, Washington, D.C. and Puerto Rico. MAO contestants contribute over 500,000 hours of community service annually and have raised over \$14 million for Children's Miracle Network Hospitals and Miss America scholarships since 2007.

About dick clark productions

dick clark productions (dcp) is the world's largest producer and proprietor of televised live event entertainment programming, with the "Academy of Country Music Awards," "American Country Countdown Awards," "American Music Awards," "Billboard Music Awards," "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest," "Golden Globe Awards," "Hollywood Film Awards" and the "Streamy Awards." Weekly television programming includes "So You Think You Can Dance," from 19 Entertainment, a division of CORE Media Group and dcp. dcp also owns one of the world's most unique and extensive entertainment archive libraries, with more than 55 years of award-winning shows, historic programs, specials, performances and legendary programming. For additional information, visit www.dickclark.com.

About Coty Inc.

Coty is a leading global beauty company with net revenues of \$4.3

billion for the fiscal year ended June 30, 2016. Founded in Paris in 1904, Coty is a pure play beauty company with a portfolio of well-known fragrances, color cosmetics and skin & body care products sold in over 130 countries and territories. Coty's product offerings include such power brands as **adidas, Calvin Klein, Chloé, DAVIDOFF, Marc Jacobs, OPI, philosophy, Playboy, Rimmel** and **Sally Hansen**. Coty is in the process of completing a transaction with The Procter & Gamble Company (PG) to merge P&G's fine fragrance, color cosmetics, salon professional and hair color business and a portion of its hair styling businesses ("P&G Specialty Beauty Business") into Coty, with brands that include Cover Girl, Clairol, Gucci, Hugo Boss, Max Factor and Wella. With the completion of the merger, Coty is expected to have pro forma combined annual revenues of approximately \$9.2 billion based on fiscal 2015 performance and to be the global leader in fragrances, with market leading positions in color cosmetics and hair color & styling. For additional information about Coty Inc., please visit www.coty.com.

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