

VANESSA MINNILLO SIGNS WITH FLIRT! COSMETICS AS "GUEST CREATOR" FOR 2007

New York, NY (March 2, 2007) – Beautiful, bold, colorful, sexy... all of these descriptions apply not only to **Flirt!** Cosmetics, but to its newly chosen "Guest Creator" for 2007, MTV VJ and "Entertainment Tonight" correspondent **Vanessa Minnillo**. Her limited edition Flirt! Cosmetics collection will debut in August 2007 at Kohl's Department Stores nationwide and online at www.kohls.com.

Since 2004, Flirt! has tapped the creative juices of popular personalities to express their unique sense of style and creativity through cosmetics. The Guest Creator may work on a new color, a new product, a new accessory or an entire collection. Flirt!'s Guest Creator initiative reflects the spirit of the line with more than 250 colors, encouraging women to have fun, be daring, play and experiment with makeup.

"Flirt! is a brand that reflects the energy and excitement of pop culture, which is why women have embraced the line," explained Jane Hudis, president of Flirt! cosmetics. "With her bubbly personality and fearless style, Vanessa has such a universal appeal, and we are thrilled to welcome her as our 2007 Guest Creator for Flirt! sold exclusively for Kohl's Department Stores nationwide."

"Fashion and beauty play such a big role in my life so being a Guest Creator for Flirt! is a dream come true for me!" says Minnillo. "I am constantly surrounded by actors and musicians who use makeup to transcend every mood. To me, makeup is all about having fun and trying out different looks and colors. Flirt! is the ideal platform to do that, as it allows me to have fun with makeup and experiment with color."

Flirt! is a d.b.a. of BeautyBank Inc., which is a wholly owned subsidiary of The Estée Lauder Companies Inc. (NYSE:EL). This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Words like "will" or similar expressions identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause the companies' actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to competition in the beauty and retailing industries and the success of the launch.

Kohl's Department Stores

Based in Menomonee Falls, Wis., Kohl's (NYSE: KSS) is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products in an exciting shopping environment. By the end of April, Kohl's will operate 834 stores in 46 states. For a full list of store locations and information, or for the added convenience of shopping online, visit www.kohls.com.

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