

MARY KAY®

MARY KAY & THE 2007 CMA AWARDS FREQUENTLY ASKED QUESTIONS FOR MARY KAY INDEPENDENT SALES FORCE MEMBERS

Mary Kay is The Official Beauty Sponsor of the 2007 Country Music Association (CMA) Awards. We hope these Frequently Asked Questions will help you in working with your area members who may have questions about the sponsorship and how to promote it with their customers.

Additional details will be provided via all of our communication publications in the coming months.

FREQUENTLY ASKED QUESTIONS & ANSWERS

What is the CMA and the CMA Awards?

The Country Music Association (CMA) is a trade association whose members work in the country music industry. The annual CMA Awards mark the pinnacle of achievement in country music, and are celebrated in a live television event dubbed “Country Music’s Biggest Night™.”

What is Mary Kay’s role with the Country Music Association (CMA)?

Mary Kay is *The Official Beauty Sponsor of the 2007 CMA Awards*, which will air on ABC live in November.

What is the date of the show?

ABC has not yet announced an air date for the 2007 CMA Awards, but it will air sometime in November.

Why is Mary Kay sponsoring the 2007 CMA Awards?

Sponsorship of this high-profile event includes integrated advertising, product promotion and public relations opportunities with ABC and the CMA. In addition to advertising during the broadcast, a Mary Kay makeup artist will be behind-the-scenes at the event to offer touch ups on makeup for performers and industry insiders. What a great way to influence the celebrities, their personal makeup artists and the media so there’s more buzz about Mary Kay and ultimately more media coverage for the Mary Kay® brand! So, you can see that being *The Official Beauty Sponsor of the 2007 CMA Awards* really helps Mary Kay make a positive impact by helping to “warm the market” to the Mary Kay® brand!

Can I share this information with my unit and my customers?

Yes! This document provides the information you can use to share this exciting news. Be sure to watch Mary Kay InTouch®, *Applause*® magazine and *Director's Memo* for updated details in the coming months. There also will be more information about this at Seminar.

Will there be a consumer sweepstakes?

Yes! There will be a consumer sweepstakes that we are doing in conjunction with ABC and the CMA that will be promoted on ABC in September. Independent sales force members can direct customers to their Personal Web Sites or marykay.com to link to the sweepstakes registration. The sweepstakes will run July through September and the grand prize winner and his/her guest will win a VIP trip to the 2007 CMA Awards show. One hundred runners-up winners will receive Mary Kay® products. Further details about the sweepstakes will be announced soon.

Will independent sales force members have an opportunity to win a trip to the 2007 CMA Awards?

Yes! There will be a special challenge where sales force members will have the opportunity to receive their own VIP trip to the 2007 CMA Awards. Be sure to watch for all the details coming soon.

What can I do to promote the 2007 CMA Awards Sponsorship to my unit?

You can use Mary Kay's sponsorship status and title, *The Official Beauty Sponsor of the 2007 CMA Awards*, in your efforts to create excitement and interest at your unit meetings and in your newsletters:

- There will be a camera-ready advertisement available on Mary Kay InTouch® and soon, as well as articles in *Applause*® magazine that support the program.
- This summer you can use a special MKeCard® to help drive customers to your Personal Web Site to link to the consumer sweepstakes registration
- This fall we'll provide you with fun and exciting E-cards to promote CMA viewing parties and the TV commercial featuring our flagship TimeWise® skin care.

Please note, for legal reasons, we advise that you do not use trademarks from our promotional partners. Also, no celebrities are endorsing Mary Kay® products through this sponsorship.