

**Avon Products, Inc. Honored for Doing Well by Doing Good  
at Annual Cause Marketing Forum**  
***Hello Green Tomorrow Named One of Top Cause Marketing Campaigns of 2010***

Chicago, IL, June 3, 2011 -- Avon Products, Inc. was honored with a Cause Marketing Halo Award at the Annual Cause Marketing Forum Conference in Chicago. The Halo Award recognized the Avon Hello Green Tomorrow program, a global fundraising and mobilization program focused on helping end deforestation. A total of 18 Halo Awards were presented to programs judged the best cause marketing campaigns of 2010.

"Cause marketing, the creation of programs that pay financial and social dividends, has grown tremendously over the past ten years." commented Cause Marketing Forum President David Hessekiel. "In fact, cause was the fastest growing area of sponsorship in 2010 and is predicted to hit \$1.7 billion in 2011."

In keeping with that trend, a record number of programs were entered in the Cause Marketing Halo Award competition. "The winners of this year's Cause Marketing Halo Awards demonstrated creativity, innovation and excellence in campaign execution and results for companies and causes," said Hessekiel.

Accepting the Avon Halo Award were Susan Arnot Heaney, Director of Corporate Responsibility for Avon and Hello Green Tomorrow project leader, and Bryan Harding, Director of Cause Marketing for The Nature Conservancy, Avon's partner for the 2010 program.

Avon Hello Green Tomorrow leverages Avon's unique ability to educate and engage people worldwide, driving fundraising and mobilization to help end deforestation through Avon's unique global network. The program launched in March 2010 in over 50 countries, and its inaugural year generated more than \$2 million that was awarded to The Nature Conservancy to help restore the Atlantic Rain Forest in South America. In addition to raising funds, the Hello Green Tomorrow global educational message focused on "five simple things" to drive behavior change – reduce, reuse, recycle, rethink and replant. A comprehensive website, with information on both the 2010 and 2011 programs, is found at [www.hellogreentomorrow.com](http://www.hellogreentomorrow.com)

"Avon celebrates its 125<sup>th</sup> anniversary this year; and there is no better time for us to help 'plant a future' through Hello Green Tomorrow," stated Avon Chairman and CEO Andrea Jung. "We are delighted to be recognized with the Halo Award, and I am enormously proud of the meaningful efforts of Hello Green Tomorrow and the impact it has already had in the program's first year."

"The Halo Award for Avon Hello Green Tomorrow is well deserved. With support from Avon, The Nature Conservancy has made significant progress in restoring Brazil's Atlantic Forest, one of the most endangered and biologically diverse forests in the world," said Mark Tercek, president and CEO of The Nature Conservancy. "It is critical that we save the Atlantic Forest for both people and nature."

Now in their ninth year, the Cause Marketing Halo Awards are North America's highest honor in the field of cause marketing, awarded by the [Cause Marketing Forum](http://www.CauseMarketingForum.com), a company dedicated to providing business and nonprofit executives with the practical information and connections they need to succeed. All Halo winners can be seen online at [www.CauseMarketingForum.com/Awards](http://www.CauseMarketingForum.com/Awards).