

Clichy, March 22<sup>nd</sup>, 2011

## ANNUAL GENERAL MEETING ON APRIL 22<sup>nd</sup>, 2011

### 2010 ANNUAL REPORT

Information available concerning the Annual General Meeting to be held on Friday, April 22<sup>nd</sup>, 2011 and the 2010 Reference Document.

#### ANNUAL GENERAL MEETING SET FOR APRIL 22<sup>nd</sup>, 2011:

L'Oréal informs its shareholders that its Annual General Meeting will be held in the Palais des Congrès of Paris (2 place de la Porte Maillot – 75017 Paris) at 10 am on Friday, April 22<sup>nd</sup>, 2011.

Information concerning this meeting was published in the BALO (Bulletin des Annonces Légales Obligatoires) on Friday, March 11<sup>th</sup>, 2011 and includes the agenda, the draft resolutions and details on attending and voting. This notification about the meeting together with the Board of Directors' report on the draft resolutions and legal information are now available on the [www.loreal-finance.com](http://www.loreal-finance.com) website (under Regulated Information / Annual General Meeting Documents).

Other documents and information concerning this meeting will be available to shareholders and also published on the [www.loreal-finance.com](http://www.loreal-finance.com) website under legal and regulatory conditions from April 1<sup>st</sup>, 2011.

#### 2010 ANNUAL REPORT:

The 2010 Annual Report, in its capacity as Reference Document, was registered with the French Market Authorities on Thursday, March 17<sup>th</sup>, 2011. It is available free-of-charge to the public under current regulatory conditions and may be consulted on the [www.loreal-finance.com](http://www.loreal-finance.com) website (under Regulated Information / Annual Report).

The Reference Document comprises the annual financial report, the report by the Chairman of the Board of Directors on the Board's activities and on internal controls, the reports from the Auditors and their fees, the information required for the share buy-back programme.

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*"This news release does not constitute an offer to sell, or a solicitation of an offer to buy L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers, also available in English on our Internet site [www.loreal-finance.com](http://www.loreal-finance.com).*

*This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."*

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For more information, please contact your bank, broker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers, and the Internet site for shareholders and investors, <http://www.loreal-finance.com>, or its mobile version on your cell phone, <http://mobile.loreal-finance.com>; alternatively, call +33 1 40 14 80 50.

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