

PAUL WALKER

IS THE NEW FACE OF DAVIDOFF
COOL WATER

“I have a really intimate relationship with the ocean and Davidoff Cool Water is the quintessential ocean fragrance. I am honored to be the new face of this campaign,” Paul Walker



Coty Prestige, a division of Coty Inc., signed an agreement with actor Paul Walker to be the new face of the Davidoff Cool Water fragrance advertising campaign starting worldwide July 2011.

The American actor has conquered Hollywood playing Brian O’Conner in “The Fast and the Furious” films, and has proven his love for acting and action in films including Clint Eastwood’s “Flags of Our Fathers,” “Eight Below,” “Joy Ride” and “Takers.” He will next be seen reprising his role opposite Vin Diesel in “Fast Five,” being released this spring.

Having studied marine biology, Paul is known for **his passion for the ocean**, ocean conservation, diving and surfing. Demonstrating his comfort in the water in the film “Into the Blue” with Jessica Alba, Paul underlines his commitment to its conservation with his involvement in the National Geographic Channel documentary series, “Expedition Great White,” an expedition studying migratory patterns of great white sharks.

The agreement with Coty marks the first time that Walker crosses over into the fragrance market.

“Paul Walker is a natural choice to represent Davidoff Cool Water. He truly embodies the values of this legendary fragrance. Not only thanks to his personal commitment around oceans, but also for his intense energy, powerful masculinity and cool attitude that characterize him,” said Françoise Mariez, SVP International European Marketing Licenses, Coty Prestige.

The agreement entails Paul Walker being the worldwide public face of Davidoff Cool Water. The TV spot and the print ad were both shot in

Hawaii in January 2011. The TV spot is directed by **Pier Luca De Carlo**, a famous director and photographer who has previously shot commercials for iPod, American Apparel, Yves Rocher. The print ad photographer is **Steven Klein**, who has been shooting for American, French and Italian Vogue, Calvin Klein and Dolce Gabbana advertisements. Both TV spot and print ad for the fragrance featuring the sexy and cool actor will appear in July 2011.

PAUL WALKER BIOGRAPHY



Photo credits : PR Photos

The block buster hit “The Fast and Furious” took his stardom to an even higher level and began one of Hollywood’s most lucrative film franchises. Paul has starred in 4 of the 5 films in the series, including the upcoming fifth movie, “Fast Five,” being released in April 2011. Over the years, Paul has displayed his versatility, transforming on-screen into a soldier under the direction of Clint Eastwood in the Golden Globe nominated “Flags of Our Fathers,” as an Arctic research scientist in the Disney family adventure, “Eight Below,” and as a New Jersey mobster in the gritty independent feature, “Running Scared.” Some of his additional film credits include “Joy Ride,” “Into the Blue” and “Takers.”

Paul has also founded a non-profit organization, **Reach Out Worldwide (ROWW)**, a quick response organization aiding in the rescue and recovery process immediately after a natural disaster occurs. Their latest missions took place after the Haiti and Chile Earthquakes. More information can be found at www.roww.org

A native of Southern California, Paul Walker grew up active in sports, especially surfing, a passion he continues today. He began acting when he was very young, appearing in many TV commercials. After finishing High School, Paul attended several community colleges where he studied Marine Biology.

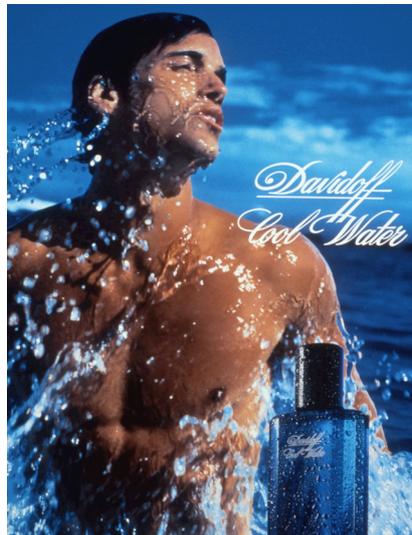
While the film “Pleasantville” put him on the map, roles in the teen hits “Varsity Blues,” “She’s All That” and “The Skulls” cemented

his continued rise to celebrity. In April 2000, he appeared with other young stars on the coveted cover of Vanity Fair’s annual Hollywood issue. Standing apart from the crowd with not only his talent, but also his laid back attitude, The Dallas Morning News commented in March 2000 that, “Paul is one of the rarest birds in Hollywood, a pretention free movie star.” While his star continued to rise, he has maintained his lack of pretence.

ADVERTISEMENT SAGA



1988 / Model: Joe Gogol
Photographer: **Jean Paul Seaulieu**



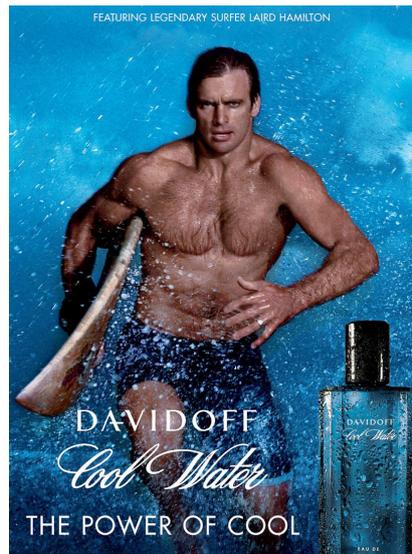
1997 / Model: Matt Vonnegut
Photographer: **Satoshi Saikusa**



2002 / Model: Daniel Schafer
Photographer: **Tyen**



2003 / Model: Axel Hermann
Photographer: **Michael Thompson**



2006 / (North America)
Model: **Laird Hamilton**
Photographer: **Michel Comte**



2007 / (Worldwide except North America)
Model: **Josh Holloway**
Photographer: **Michel Comte**



2009 / Model: Josh Holloway
Photographer: **Mikael Jansson**

THE QUINTESSENTIAL OCEAN FRAGRANCE SINCE 1988

In 1988, DAVIDOFF introduced a **new wave of freshness** to the world. Called COOL WATER, this fragrance was a pioneer. Not only was it a hit, but in the realm of men's fragrances, it ushered in a new generation of scents. According to its composer, Pierre Bourdon, "la nouvelle fraîcheur" is DAVIDOFF COOL WATER'S special contribution to 20th-century perfume. To this day a major lifestyle fragrance for the modern man on the move, the world-famous COOL WATER continues to be a passport to freshness, masculinity, extreme sensations, and independence. Now considered a classic and still a success with an entire generation, DAVIDOFF COOL WATER is the **quintessential ocean fragrance**, for men who forge their masculinity on the waves of action.

THE POWER OF COOL SUCCESS STORY

A landmark in men's fragrance the now legendary and iconic Davidoff Cool Water became an instant success on its release in 1988 thanks to its **ground breaking freshness**. Several million bottles per year are sold from some 25,000 retail outlets in 120 countries worldwide. More than 20 years after its launch Cool Water remains in the **top five best-selling men's fragrances worldwide** with 14 bottles sold every single minute.

COOL, MASCULINE, SENSUAL

Sensual freshness sets the tone. **Intense physicality** sets the pace. And **masculine harmony** glides over it all, like a man surfing to glory on the high-rise swells of Peahi in Maui or the major rip curls on seas all over the world. Inspired simply by water (some things in life are elemental) DAVIDOFF COOL WATER is

an aromatic fresh fragrance that bursts to the surface in swells of peppermint and lavender, then moves out with force and intensity in heart notes of jasmine, oakmoss, geranium and sandalwood, finally gliding and swirling into a long, warm, sensual flow of amber and musk. DAVIDOFF COOL WATER embraces the power of the ocean, and with this power,

INTENSITY IN BLUE

The hallmark blue of DAVIDOFF COOL WATER has always symbolized the fragrance icon's **essential link with the ocean**. The box with its distinctive, wave like COOL WATER signature is the metallic blue of the sea when the breeze is crisp and clean. Faceted for elegance and sensuality, the bottle is sleek and masculine, with silver print and a tall black cap. The message is clear: DAVIDOFF invites man to embrace **the power of the waves**, embrace the **power within himself**, for an intense experience of living.

THE ALCHEMY OF A MAN AND THE OCEAN

The new face of Davidoff Cool Water is **Paul Walker**, actor, marine biologist, surfer and natural successor to emblematic masculine icons. 'The Fast Five' star's lifelong involvement in ocean protection adds a perceptive edge to the classic virility of the seductive Davidoff 'man in the water'.



Davidoff Cool Water
Edt 75 ml

47€*

Davidoff Cool Water
Edt 125 ml

68€*

* recommended retail price

PRESS CONTACT:

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ABOUT COTY INC.

Coty was created in Paris in 1904 by François Coty who is credited with founding the modern fragrance industry. Today, Coty Inc. is a recognized leader in global beauty with annual net sales of nearly \$4 billion. Driven by an entrepreneurial spirit, passion, innovation and creativity, Coty Inc. has developed an unrivaled portfolio of notable brands and delivers its innovative products to consumers in 90 markets worldwide.

The Coty Prestige brand portfolio is distributed in prestige and ultra-prestige stores and includes Balenciaga, Bottega Veneta, Calvin Klein, Cerruti, Chloé, Chopard, Davidoff, Jennifer Lopez, Jil Sander, JOOP!, Karl Lagerfeld, Kenneth Cole, L.A.M.B. fragrance by Gwen Stefani, La Voce by Renée Fleming, Lancaster, Marc Jacobs, Nikos, philosophy, Roberto Cavalli, Sarah Jessica Parker, Vera Wang, Vivienne Westwood and Wolfgang Joop. The Coty Beauty brand portfolio is more widely distributed and includes Adidas, Astor, Baby Phat, Beyoncé Knowles, Celine Dion, Chupa Chups, David and Victoria Beckham, Esprit, Exclamation, Faith Hill, GUESS, Halle Berry, Jovan, Kate Moss, Kylie Minogue, La Cross, Miss Sixty, Miss Sporty, Nautica, N.Y.C. New York Color, O.P.I., Pierre Cardin*, Playboy, Rimmel, Sally Hansen, Shania Twain, Stetson, Tim McGraw, and Tonino Lamborghini. Coty and Puig Fashion and Beauty S.A. have a strategic partnership for the distribution of the perfume lines of Nina Ricci, Carolina Herrera, Prada, Paco Rabanne, and Antonio Banderas in the United States and Canada.

For additional information about Coty Inc., please visit www.coty.com

*Not available in North America