

One Woman Can™ Mary Kay Inc. 2013 Press Kit

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Few companies can speak of a rich heritage like Mary Kay Inc. Mary Kay Ash's business acumen, combined with her desire to help women achieve personal growth and financial success, led her to develop the company that has grown into one of the largest global direct sellers of skin care and color cosmetics. Mary Kay celebrates 50 years of beauty. Take a glimpse at the company's milestones to see how One Woman Can™ change the world.

- 1963 Beauty by Mary Kay opens on Friday, Sept. 13, in a 500-square-foot storefront in Dallas, Texas. Company founder Mary Kay Ash establishes her dream company which she envisions will offer women unprecedented opportunities for financial independence, advancement and personal fulfillment. Mary Kay Ash opens her company with the help of her 20-year-old son Richard Rogers, her life savings of \$5,000 (USD) and nine Independent Beauty Consultants.
- 1969 The concept for the Mary Kay Career Car program begins when Mary Kay Ash awards the use of the first pink Cadillacs to the top five Independent Sales Directors.
- 1971 Mary Kay expands by opening its first international subsidiary in Australia.
- 1976 Mary Kay is listed on the New York Stock Exchange.
- 1984 Mary Kay Inc. is featured in the first edition of *Fortune* magazine's *The 100 Best Companies to Work For in America*. Mary Kay Inc. is listed again in 1993 and 1998.
- 1985 Mary Kay Inc. returns to private, family ownership in a leveraged buyout.
- 1989 Mary Kay Inc. initiates a corporate recycling program for paper, plastic, glass and aluminum.
- 1992 Mary Kay Inc. is listed as a Fortune 500 company for 1992. (The list is released in 1993.)
- 1995 *Fortune* magazine includes Mary Kay Inc. on its *Most Admired Corporations in America* list.
- 1996 Consolidated global wholesale sales surpass \$1 billion (USD) for the first time in company history.
- 1996 The Mary Kay Ash Charitable Foundation is established. The Foundation, now known as The Mary Kay FoundationSM, is a nonprofit public foundation dedicated to providing funding for research of cancers affecting women, funding for preventing violence against women through awareness programs and grants to women's shelters across the United States.
- 1996 Mary Kay Inc. is one of 20 companies featured in the book *Forbes Greatest Business Stories of All Time*, and Mary Kay Ash is the only woman profiled in the book.
- 2001 Richard Rogers, son of Mary Kay Ash and company co-founder, resumes the role of CEO.

With 6 billion human beings inhabiting our planet, individuals sometimes feel insignificant and doubt that one person can really make a difference in this world. Well, believe me, *one person can*.

Mary Kay Ash (1997)

- 2001 Beloved founder, Mary Kay Ash, passes away Nov. 22, 2001, on Thanksgiving Day – her favorite holiday.
- 2002 Mary Kay Inc. is awarded the Direct Selling Association’s “Vision for Tomorrow Award” for its community outreach regarding the prevention of violence against women.
- 2002 Mary Kay Inc. is awarded the 2002 Humanitarian of the Year Corporate Award from the Los Angeles Commission on Assaults Against Women for its efforts to help eliminate violence against women and children.
- 2003 Mary Kay Inc. celebrates its 40th anniversary, and the Mary Kay independent sales force grows to 1 million people around the world.
- 2003 Mary Kay Ash is named the Greatest Female Entrepreneur in American History in an academic study led by Baylor University.
- 2004 Mary Kay Ash is named one of the “25 Most Influential Business Persons of the Past 25 Years” by PBS’s *Nightly Business Report* in conjunction with the prestigious Wharton School of Business.
- 2004 Mary Kay Ash posthumously receives the Humanitarian Rose Award from Kensington Palace in London, England, for the work she inspired through The Mary Kay FoundationSM and the impact she had on lives of women around the world.
- 2005 Mary Kay Inc. reaches \$2 billion in consolidated global wholesale sales.
- 2005 Richard Rogers assumes the role of Executive Chairman, and David Holl is named President and Chief Executive Officer.
- 2006 A&E Television Networks airs the biopic documentary “Mary Kay” on the Biography Channel.
- 2007 *Mary Kay*[®] products are now sold in more than 35 markets worldwide. Mary Kay’s largest markets are in China, Mexico, United States and Russia.
- 2008 Mary Kay Inc. celebrates its 45th anniversary and launches its formal global corporate social responsibility initiative, *Pink Changing Lives*[®] with the sole purpose of changing the lives of women and children around the world.
- 2008 Mary Kay launches its first global cause marketing campaign, *Beauty That Counts*[®]. To date, millions of dollars have been donated around the world to organizations that help women and children.
- 2011 Mary Kay launches Global Month of Service. To date, more than 600,000 volunteer hours have been donated around the world.
- 2013 Mary Kay Inc. celebrates its 50th anniversary. More than 2.5 million people around the world are Mary Kay Independent Beauty Consultants.

About Mary Kay

Irresistible products. Positive community impact. Rewarding opportunity. For 50 years, Mary Kay has offered it all. With 2.5 million Mary Kay Independent Beauty Consultants and \$3 billion in global annual wholesale sales, Mary Kay is a top beauty brand and direct seller in more than 35 markets around the world. To learn more or to locate a Mary Kay Independent Beauty Consultant in your area, please visit marykay.com.