THE MARY KAY FOUNDATIONS...

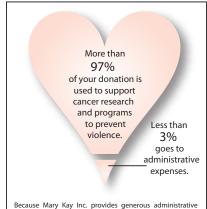
The Mary Kay FoundationSM had a successful year of giving in 2012 to the causes dear to our Founder, Mary Kay Ash. Almost \$5 million was given to organizations involved in eliminating violence against women and funding research for women's cancers. Here are some of the highlights of 2012:

- Granted 150 domestic violence shelters \$20,000 each a total of \$3 million
- Awarded 13 respected doctors and medical scientists \$100,000 each in cancer research grants — a total of \$1.3 million
- Donated \$400,000 to Cancer Care, Inc., a nonprofit organization dedicated to providing free professional help to people with cancer, for its Touching Hearts program
- Raised \$411,000 from donations at Seminar 2012
- Raised more than \$136,000 in the Dallas and Northeast Branch annual MK5K®
- Raised more than \$90,000 for the Team Up for Women!® campaign

About The Mary Kay FoundationSM

The Mary Kay FoundationSM was created in 1996, and its mission is two-fold: to fund research of cancers affecting women and to help prevent domestic violence while raising awareness of the issue. Since the Foundation's inception, it has awarded \$31 million to shelters and programs addressing domestic violence prevention and \$18 million to cancer researchers and related causes throughout the United States.

To learn more about The Mary Kay FoundationSM, visit: marykayfoundation.org



support for the Foundation, more than 97 percent of your donation dollar is used to support cancer research and programs to prevent domestic violence. Less than 3 percent goes to administrative expenses. This percentage is well above the current U.S. Better Business Bureau standards that require charities to spend at least 65 percent of all contributions on their stated causes.