

*****MEDIA ALERT***MEDIA ALERT***MEDIA ALERT*****



**For Immediate Release
February 9, 2010**

**M·A·C VIVA GLAM LAUNCHES NEW CAMPAIGN AND
INTRODUCES SPOKESWOMEN LADY GAGA AND CYNDI LAUPER**

New York, NY - Tomorrow, **February 10th**, M·A·C VIVA GLAM launches its newest campaign with Lady Gaga and Cyndi Lauper, Grammy Award-winning recording artists and performers, as its spokeswomen. They will begin their explosive launch day with live appearances on *Good Morning America* and NBC's *TODAY Show*, followed by a press junket in New York City to discuss their involvement with M·A·C VIVA GLAM.

At noon on **Thursday, February 11th**, a satellite feed of an interview with Lady Gaga and Cyndi Lauper speaking about their involvement with M·A·C VIVA GLAM will be available

About M·A·C VIVA GLAM / M·A·C AIDS Fund:

100% of the selling price from each VIVA GLAM product sold goes directly towards the M·A·C AIDS Fund, which has raised over \$150 Million to combat global HIV/AIDS to-date. The M·A·C AIDS Fund has announced \$2.5 million in new donations to fund model programs that address the vulnerabilities and inequities that place women at increased risk for HIV/AIDS. Included in the new VIVA GLAM collection are two lipsticks – Viva Glam Cyndi (Light Coral Red) and Viva Glam Gaga (Light Blue Pink), as well as corresponding makeup bags.

If you are interested in receiving the coordinates for the satellite feed, please contact:

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