

FIRMENICH AND MASTER PERFUMER HARRY FREMONT WIN FiFi® PERFUME EXTRAORDINAIRE OF THE YEAR AWARD

Geneva, Switzerland, June 28, 2010 – Firmenich is pleased to announce that The Fragrance Foundation has presented the “Perfume Extraordinaire of the Year” FiFi® Award to Firmenich and Master Perfumer Harry Fremont at their star-studded ceremony on June 10 in New York City.

The ‘FiFi® Awards, known as the ‘Oscars’ of the fragrance industry, are the ultimate symbol of excellence and recognition in the fragrance world. The Perfume Extraordinaire of the Year Award is the only FiFi® given to a Fragrance House and their perfumer in recognition of an extraordinary fragrance creation and the olfactive vision of the perfumer. The award is about craftsmanship and measures the aesthetic beauty of a fragrance for signature, creativity and quality.

An enthusiastic Randy Jackson, celebrity Judge of American Idol, presented Firmenich Master Perfumer Harry Fremont with the FiFi® for his collaboration with Tom Ford Beauty on Tom Ford Grey Vetiver. An emotional Fremont spoke with conviction about the significance of setting new standards in fragrance quality. “I strongly believe, and I am sure all the perfumers present today will agree, that by using our beautiful palette of ingredients to its full potential, we can create quality fragrances that have character and signature, are diffusive and easy for the consumer to wear. This standard of quality creates more passion, emotion and attraction for the fragrance itself, key elements for repeat purchase and perennial success.”

Tom Ford Grey Vetiver received three FiFi’s in the “Best Men’s Fragrance in the Luxury/Exclusive” categories in the U.S., U.K. and Germany respectively.

In addition to the Perfume Extraordinaire Award of the Year, perfume brands created with Firmenich fragrances received a total of six 2010 FiFi® Awards in New York, and sixteen worldwide.

“Creativity is our essence,” said Jerry Vittoria, Vice President of Fragrances in North America. “Tom Ford and the team at Tom Ford Beauty came to Firmenich with a vision for his next fragrance, and Harry transformed those dreams into reality by using an extremely elegant vetiver extract which is exclusive to Firmenich. Mr. Ford, working with Karyn Khoury, Senior Vice President, Corporate Fragrance Development Worldwide at Estee Lauder Companies, selected this exclusive vetiver for its exceptional aesthetic impact. It is so gratifying for a fragrance house to create in such strong collaboration with our clients, because it allows us to deliver value to the consumer through a true focus on the quality of the materials.”

Armand de Villoutreys, President of Perfumery at Firmenich, adds: “Innovative, high-performance natural and synthetic ingredients inspire our perfumers every day. These materials drive the creative dialogue with our clients and, ultimately, with consumers around the world. We are honored to have received this FiFi® Award for what is a truly great perfume that will stand the test of time.”



Firmenich is the world's largest privately owned company (No.2 worldwide) in the fragrance and flavor business. Founded in Geneva, Switzerland, in 1895, it has created many of the world's best-known perfumes and flavors that we enjoy each day. Its passion for smell and taste is at the heart of its success. It is renowned for its creativity and innovation, as well as its exceptional understanding of consumer trends. Each year, it invests around 10% of its turnover in R&D, reflecting its continuous desire to understand, share and sublimate the best of nature's offering. Firmenich had an annual turnover of 2.641 billion Swiss Francs at end June 2009.

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