



FOR IMMEDIATE RELEASE

Contact:

Erin Pensa
CVS/pharmacy
401.770.4786
epensa@cvs.com

CVS/pharmacy Launches Beauty 360

Company pilots prestige beauty model with signature services offered at luxury shopping destination adjacent to convenient CVS/pharmacy locations

WOONSOCKET, RI (November 3, 2008) — CVS/pharmacy announces the launch of *Beauty 360™*, an innovative store concept designed to change the way women shop for prestige beauty. The unique concept offers an upscale shopping destination for the multi-faceted, time-starved woman. Beauty 360 uses an experiential model of selling that is heavily focused on service and is conveniently located right in our customer's neighborhood.

Beauty 360 will feature a wide range of prestige and niche beauty brands from the skincare, cosmetics, men's grooming and fragrance categories. Differentiating the stores from other beauty retailers, Beauty 360 will be staffed with trained and licensed professionals offering a unique suite of brand-specific signature services including mini-manicures, express facials, hand massages and make-up application. Beauty 360 Beauty Consultants receive extensive training across all categories and brands, ensuring customers a superior shopping experience.

"Beauty 360 is the natural evolution of CVS/pharmacy's leadership within the beauty category," said Mike Bloom, senior vice president of merchandising at CVS/pharmacy. "This new concept will redefine the beauty shopping experience by providing customers with access to prestige and niche beauty brands as well as an unparalleled level of service."

The inaugural Beauty 360 location opens today at 1350 Connecticut Avenue NW (Dupont Circle) in Washington D.C. The next Beauty 360 location will open in early December at 25272 Marguerite Parkway in Mission Viejo, CA. Both locations will be adjacent to CVS/pharmacy stores and can be accessed via a breezeway as well as a separate store front entrance. More locations are being explored across the country for 2009 in markets where beauty performs exceedingly well.

"At CVS/pharmacy, we pride ourselves on listening to our customers and giving them what they want. Beauty 360 is the result of this customer insight combined with our extensive beauty experience," continued Bloom. "We look forward to hearing from our customers as we embark on rolling out additional Beauty 360 pilot stores in 2009."

Beauty 360 Brands

The portfolio of brands launching in the first two Beauty 360 locations include:

Dr. Brandt Skincare	Clean	P&G fragrance
Laura Geller	Coty Fragrance	Sampar
Paula Dorf	Elizabeth Arden Fragrance	Stendhal
Freeze 24.7	It Cosmetics	StriVectin
Borba	Juicy Couture Fragrance	Supersmile
ModelCo	Japonesque	Talika
Canyon Ranch	Lavera	Zirh
Fusion Beauty	Me Bath	Pop Beauty
Blinc	Tini Beauty	Ahava
Bloom	Mineral Essence	
Clarins Fragrance	Payot	
Caron Paris	Perlier	

“We at Laura Geller Cosmetics are so thrilled to be part of this revolutionary concept at Beauty 360. This model will bring prestige beauty to customers in a new format, with a level of convenience that hasn’t existed until now,” said Laura Geller. “Shoppers will be delighted with the upscale environment and the luxury of being able to test and play with products throughout the store.”

Beauty 360 is designed to allow for maximum interaction with product and expert staff. “Innovation Stations” throughout the space highlight product technology while “Play Stations” allow for extensive product testing. Beauty Consultants are dedicated to helping customers find the right products to suit their needs and treating them to an array of signature services.

Beauty 360 Rewards

Beauty 360 customers will also reap the benefits of the CVS/pharmacy ExtraCare program, the largest retail loyalty program in the world, with more than 50 million cardholders. ExtraCare members earn 2% back on all purchases in the form of ‘Extra Bucks,’ which can be used at either CVS/pharmacy or Beauty 360. Additionally, Beauty 360 customers will earn “Beautiful You” rewards which can be redeemed for free signature services at Beauty 360 locations. Customers can also take advantage of the ‘Best of Beauty, Guaranteed,’ which offers 100% money back on all returns, ensuring a risk-free shopping experience.

About CVS/pharmacy

CVS/pharmacy, the retail division of CVS Caremark Corporation (NYSE: CVS), is America's leading retail pharmacy with more than 6,800 retail locations. CVS/pharmacy is committed to improving the lives of those we serve by making innovative and high-quality health and pharmacy services safe, affordable and easy to access, both in its stores and online at CVS.com. General information about CVS/pharmacy and CVS Caremark is available at www.cvscaremark.com.

###