



Avon, Bank One Unveil Rewards Card

First Payment Product In The Beauty Industry To Reward Both Representatives, Customers

WILMINGTON, Del. - Dec. 9, 2003 - Beauty does have its rewards. Today, Avon Products, Inc. [NYSE: AVP] and Bank One [NYSE: ONE] launched the new Avon Platinum Visa* Card, enabling cardmembers to earn points redeemable for Avon products through their card purchases and helping Avon's 600,000 U.S. Representatives boost their earnings when they generate a new account. It's the first payment product in the beauty industry that rewards both U.S. Avon Representatives and customers alike.

By using the Avon Platinum Visa Card anywhere Visa credit cards are accepted, cardmembers earn a full one percent back on card purchases. After their first Visa purchase, they will also receive Avon's Anew RetroActive, one of Avon's most popular skincare products, worth \$25.

Every time cardmembers accumulate 2,500 points, they will receive a \$25 AVON BEAUTY Rewards certificate on their billing statement that can be redeemed for Avon products. The Avon Platinum Visa Card also has a low introductory rate, no annual fee and there is no limit on the amount of rewards that can be earned.

Avon Representatives will also have the opportunity to earn \$25 for each approved account they generate after a new cardmember makes a purchase.

The Avon Platinum Visa Card is a perfect fit for Avon's Representatives and customers. According to industry research, women in the United States have more than \$2.2 trillion in combined purchasing power and more women than men have interest in credit cards with rewards. Additionally, U.S. women control or influence 81 percent of family purchasing decisions and 85 percent manage the household checkbook.

"Avon Representatives have built their businesses on the personal service and convenient shopping that they offer their customers," said Brian Connolly, president of Avon North America. "Through this collaboration with Bank One, Avon Representatives can share an exciting new way to shop with their customers as well as expand their earning opportunities."

"By partnering with Avon, one of America's leading brands, we are providing a card product that is unprecedented in the beauty and direct-selling industries. Avon Representatives will be able to present this offer using a more personalized approach, instead of relying on a more traditional channel," said Tom Kerwin, executive vice president of relationship management for Bank One's card services division.

Consumers may apply for the Avon Platinum Visa Card through their Avon

Representative, by visiting www.avonvisa.com or by calling toll free 1-877-AVONVISA (1-877-286-6847).

Avon is the world's leading direct seller of beauty and related products, with \$6.2 billion in annual revenues. Avon markets to women in 143 countries through 3.9 million independent sales Representatives. Avon product lines include such recognizable brand names as Avon Color, Anew, Skin-So-Soft, Advance Techniques Hair Care, mark. TM, beComing and Avon Wellness. Avon also markets an extensive line of fashion jewelry and apparel. More information about Avon and its products can be found on the company's web site www.avon.com.

Bank One Corporation is the nation's sixth-largest bank holding company, with assets of \$290 billion. Bank One currently has more than 51 million credit cards issued, making it the largest Visa credit card issuer in the world. Bank One offers a full range of financial services to large corporate and middle market commercial customers and retail consumers. This press release and additional information can be found on the Web at www.bankone.com.

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