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What Would You Do For A Klondike® Bar? Campaign Returns to TV

*New ads humorously capture the subtle, everyday moments
between people in relationships*

GREEN BAY, Wis., (June 19, 2006) — The iconic question is a great ice breaker at parties and is explored on numerous blogs and Web sites. It's considered by many to be a part of American pop culture. Now, the "What would you do for a Klondike® Bar?" question is back in a series of new TV spots that capture those moments during everyday life when a spouse or significant other does something so unexpected there's simply only one response – offer them a Klondike Bar!

Klondike is breathing new life into its nostalgic "What would you do for a Klondike Bar?" ad campaign with five new 15- and 30-second TV spots that will air on network and cable TV throughout the day and during prime time. The first spots began airing in May and the campaign is scheduled to run throughout the year.

The new Klondike ads capture the moments when people - particularly men - do something out-of-the-ordinary to the surprise of their significant others. In one commercial, which was recently recognized as a "most liked spot" by IAG Research,* a man puts his empty glass in the dishwasher rather than leaving it on the counter – prompting an astonished reaction from his wife. In another, a man shows surprising self control as he keeps his eyes focused on his wife while a beautiful woman slowly strolls by. One of the five ads portrays a wife as she keeps her "true" thoughts about her in-laws to herself. Each ad ends with a "Give that man/woman a Klondike Bar" and the signature "What would you do for a Klondike Bar" tune, which in its new, jazzier version is sure to be stuck in Americans' heads for years to come.

“The Klondike Bar ads are nostalgic to many people, and we wanted to retain that appeal,” said Dan Hammer, vice president of marketing for Unilever Ice Cream. “At the same time, we wanted a fresh approach with situations viewers can relate to and find humorous.”

Campaign Returns After Four-Year Hiatus

The current television campaign was created by Campbell Mithun in Minneapolis and is the first ad campaign for Klondike since 2002. The original “What would you do for a Klondike Bar?” campaign launched in the early 1980s - introducing Klondike into homes across America. Throughout the years various celebrities have appeared in Klondike television commercials.

About Klondike®

The original Klondike® Bar was handmade in the early 1900s by dipping square slices of ice cream into pans of rich, delicious Swiss milk chocolate. Until the 1970s, the Klondike® Bar was sold only in Pennsylvania and Ohio. In 1978, distribution expanded into Florida, followed by New York and New England. Today, millions of Americans have come to love the Klondike® Bar’s delicious variety of frozen novelty products with the distinctive “polar bear” logo and foil wrapper. In fact, the Original Klondike® Bar is the number one dollar sales item in the frozen novelty category. [ACNielsen ScanTrack YTD ending 11/5/05]

About Unilever Ice Cream

Unilever North American Ice Cream, headquartered in Green Bay, Wis., is the largest manufacturer and marketer of branded packaged ice cream and frozen novelties in the United States, where the company operates nine manufacturing facilities and employs approximately 3,400 people. Its well-known brands include Breyers® Ice Cream, Ben & Jerry’s®, Popsicle®, Good Humor®, and Klondike®.

Editors Note: Media interested in samples of the Klondike ads or more information on the history of the Klondike Bar, contact Lindsay Auslander at 312-729-4366 or lauslander@golinharris.com.

* Source: IAG Research, 2006 as reported in the May 30, 2006 edition of *Advertising Age* and based on IAG's Top Spots - April 24 through May 21, 2006. IAG collects and analyzes the results of approx 85,000 surveys each day measuring consumer response to network programming, advertising and product integrations that aired the previous evening.

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