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Klondike® Becomes Official Ice Cream Sponsor of NASCAR

2007 NASCAR Sponsorship Marks the Brand's Biggest Activation Effort to Date

Green Bay, WI (February 15, 2007) —Get ready for Klondike® to *burn rubber* as this beloved brand becomes a proud sponsor of the NASCAR Busch Racing Series!

Poised as the largest activation in the history of the brand, Klondike will join Unilever's multi-brand sponsorship and become one of the official sponsors of Evernham Motorsports' #9 Ultimate Chargers™ Dodge during the 2007 Busch Series season. Evernham NEXTEL Cup standout drivers Kasey Kahne, Scott Riggs and Elliott Sadler will be behind the wheel. Race fans should get ready for the feeding frenzy as the Klondike logo decal is featured on the hood of the #9 Dodge for the October Race at Lowe's Motor Speedway and displayed on the side of the car for the remaining 22 races.

"It's a natural fit for Klondike to share the stage with NASCAR," says Julio Del Cioppo, Director of Marketing. "Our partnership with Evernham Motorsports, one of the hottest teams in NASCAR, will enable us to reach out to our target audience in a new and exciting way. We look forward to the start of the 2007 Busch series season and we're proud to be associated with such a respected and talented team as the Ultimate Chargers"

Race enthusiasts and consumers will reap the benefits of the Klondike/NASCAR partnership via:

- o The launch of several NASCAR-licensed products in early 2007, including a "NASCAR Bar" that features Kasey Kahne on the package and delivers an indulgent ice cream experience
- o An exciting Klondike on-pack sweepstakes that provides consumers the chance to win a grand prize trip to Daytona International Speedway in 2008 (estimated retail value \$15,525), plus many other NASCAR memorabilia prizes

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- o Klondike trackside activation and sampling at many NASCAR tracks throughout 2007
- o NASCAR-themed television advertising that rounds out an integrated advertising and promotional plan

About Klondike®

The Klondike® Original Bar was handmade in the early 1900s by dipping square slices of ice cream into pans of rich, delicious 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, and the "What would you do for a Klondike Bar?" advertising has become commonly referenced in American culture. Klondike® is the number one ice cream novelty brand in the U.S. [ACNielsen ScanTrack Dollar Volume YTD ending 11/4/06]

About Unilever

Unilever [NYSE: UL, UN], one of the world's largest consumer products companies, aims to add vitality to life by meeting everyday needs for nutrition, hygiene and personal care. Each day, around the world, consumers make 150 million decisions to purchase Unilever products. The company has a portfolio of brands that make people feel good, look good and get more out of life.

In the United States these brands include recognized names such as: Axe, "all," Ben & Jerry's, Bertolli, Breyers, Caress, Country Crock, Degree, Dove personal care products, Good Humor, Hellmann's, Klondike, Knorr, Lipton, Popsicle, Promise, Q-Tips, Skippy, Slim-Fast, Snuggle, Suave, Sunsilk and Vaseline. All of the preceding brand names are registered trademarks of the Unilever Group of Companies. Dedicated to serving consumers and the communities where we live, work and play, Unilever in the United States employs approximately 13,000 people in more than 60 office and manufacturing sites in 24 states and Puerto Rico – generating nearly \$10 billion in sales in 2006. For more information visit www.unileverusa.com.

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.

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