



FOR IMMEDIATE RELEASE

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What's the Hurry? Slow Down and Enjoy New Popsicle® Slow Melt and the Introduction of Natural Colors & Flavors to the Popsicle® Line-up!

Green Bay, WI (Apr. 23, 2007) — There are many reasons moms love to give their kids Popsicle® ice pops just as much as their kids love to eat them - they are fat-free and low in calories and also a good source of vitamin C. Now, the treat synonymous with summer just got a whole lot cooler with the introduction of new Popsicle® Slow Melt and the addition of Natural Colors & Flavors to the Popsicle® product line-up!

Popsicle® Slow Melt ice pops are *truly* unique. Made with a proprietary recipe, these ice pops are longer lasting than regular pops, giving kids more time to enjoy them and creating less mess for mom. A good source of Vitamin C, made with Natural Colors & Flavors and real fruit juice, Slow Melt is a delicious treat that's got some good benefits. Available in three flavors including Cherry, Strawberry/Kiwi, and Lemonade, Popsicle® Slow Melt ice pops are sold in a 20 pack for a suggested retail price of \$3.99.

Popsicle® Natural Colors & Flavors _ As the first novelty brand to bring Natural Colors & Flavors to its product line-up, Popsicle® is proud to offer an ice pop that parents can feel especially good about giving to their kids. Popsicle® plans to roll out Natural Colors & Flavors across all regular Popsicle®, Fudgsicle® and Creamsicle® products.

“Ask anyone to think about summers when they were growing up, and Popsicle products were likely a part of their memories. Kids love to see their tongue turn red when they eat a cherry Popsicle ice pop, but moms - particularly those with smaller kids - have told us they melt too fast,” says Julio Del Cioppo, Director of Marketing. “With the introduction of Popsicle Slow Melt, some of our pops will be longer lasting and cause less mess. The addition of Natural Colors & Flavors to our Popsicle products is another way we are making this favorite treat even better.”

For more information on any of the Popsicle® products, please visit www.icecreamusa.com.

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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.

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