



NEWS RELEASE

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UNILEVER'S "ADOPT A SOLDIER PLATOON" HELPS 25,000 STATIONED IN IRAQ AND AFGHANISTAN

*Through "Operation DVD" Soldiers Send Videos
to Friends and Family Back Home*

ENGLEWOOD CLIFFS, NJ, Jan. 22, 2007 – Thanks to the *Adopt-A-Soldier Platoon* – a grass-roots initiative launched by Unilever USA employees in New Jersey and Connecticut, more than 25,000 troops stationed in Iraq and Afghanistan have the opportunity to make DVDs to send to loved ones back home. This was made possible by the Platoon's latest initiative, "Operation DVD," which was started almost a year ago and is the most far-reaching project the group has tackled to date.

"A video is powerful. It allows friends and family to see and hear a loved one far from home," stated Alan Krutchkoff, president and co-founder of the Adopt-A-Soldier-Platoon (AaSP). "It's better than an email, a picture or a distorted webcam image. And if a picture is worth a thousand words, what is a DVD worth to the families and friends of these brave Americans? One of our 'adoptees' in Iraq suggested this ambitious project, so we gave it a try."

Adoptees are friends, relatives, neighbors and co-workers of AaSP members and are deployed in the Middle East. Since its inception in April 2003, the group has supported more than 50 units and impacted thousands of America's bravest.

After hearing about the program, Valhalla, NY-based Fujifilm U.S.A. wanted to be part of this effort and donated the 25,000 DVDs..

"Sending home a video is a natural way to bring the soldiers and their families together, which was especially important around the holidays," said Gene Kern, Director of Advertising and Marketing for Fujifilm.

Getting the several thousand pounds of DVDs to Afghanistan and Iraq was costly. The Army and Air Force couldn't ship the DVDs and the shipment needed to be paid for privately.

"It was getting a little depressing," said Krutchkoff. "We had the DVDs but couldn't afford to get them to Iraq, even with the special rate DHL was giving us. So, I made one last plea to our more than 200 members for help."

That's when another generous company stepped in – the Pepsi Lipton Partnership (PLP), a joint venture of global consumer products marketer Unilever and Pepsico. PLP makes all the Lipton branded ready-to-drink teas.

“We had a great year,” said Joe Bigos, chief financial officer of PLP. “We wanted to share our success with America and the troops.”

“Thanks to everyone's generosity, we'll have helped these brave Americans send messages home, share their feelings, show they're okay and connect with those who love them and miss them,” added Krutchkoff. “Now that's a great picture!”

About Adopt-a-Soldier Platoon

The Adopt-a-Soldier Platoon is a grassroots volunteer organization comprised of Unilever US employees in New Jersey and Connecticut, as well as their families and friends. Launched by Alan Krutchkoff and Holmes Brady, the Platoon has been caring for relatives and friends of Unilever US employees who serve in Iraq and Afghanistan since April 2003. In addition to the 657th ASG, Adopt-a-Soldier is currently supporting more than two dozen other Army and Marine units in Iraq, including the 28th Combat Support Hospital in Baghdad and the 102nd Infantry in Afghanistan. To participate in the Adopt-a-Soldier Platoon initiative, please contact Alan.Krutchkoff@Unilever.com or visit the web-site at <http://www.adoptasoldierplatoon.org/>

Unilever has a proud history of encouraging its employees to give back to the communities in which they work and live. In addition to supporting national community relations platforms, Unilever promotes volunteerism in matched time off and by providing an environment that promotes charitable service.

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, Hellmann's, Lipton, Knorr, 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 15,000 people in 66 office and manufacturing sites in 24 states and Puerto Rico– generating more than \$9 billion in sales in 2005. For more information visit www.unileverusa.com

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