



NEW BOOK'S RECOMMENDATIONS FOR YOUR "BEST LIFE" ARE AS CLOSE AS YOUR KITCHEN CABINET

Slim-Fast, Lipton Tea, Bertolli, Hellmann's and Wishbone –Household Brands From Unilever Are Featured In Bob Greene's New "Best Life Diet" Book

ENGLEWOOD CLIFFS, NJ. (January 16, 2007) – Bob Greene, exercise physiologist and trainer to Oprah Winfrey, has authored a new lifestyle and diet book called the "Best Life Diet." Just released and already quickly moving to the best-seller lists, the "Best Life Diet" focuses on practical ways to make easy, healthy choices to lose weight. A broadcast of the Oprah Winfrey show devoted to the book aired on January 15th, 2007. To help consumers with these choices, Greene partnered with Unilever and other food companies that have shown a commitment to improving the nutritional profile and ingredients in its products.

Unilever brands, such as Slim-Fast®, Lipton®, Bertolli®, Hellmann's® and Wish-Bone®, are featured in the book for their own particular benefits. They will bear the "Best Life Approved" seal of approval logo and help consumers identify the products selected by Greene that meet his criteria to provide healthy and convenient choices for consumers. Throughout the book Unilever products are included in recipes, suggested as snacking or hydration options, and in the case of Slim-Fast, as a recommended menu option to aid in weight loss.

"The primary goal of the book is to change the way people eat for life," said Greene. "The suggestions in the book are designed to help people make healthier choices that achieve lasting weight loss. The products in this book were selected because they support healthier living and come from companies, such as Unilever, that advocate a healthy lifestyle."

Slim-Fast® and the "Best Life Diet": Hunger Control aids Weight Loss

The "Best Life Diet" encourages consumers to manage calories and learn how to better understand and gauge hunger. Bob Greene suggests reducing calorie consumption by using a mini meal or meal replacement shake and using snacks to accomplish this. He recommends Slim-Fast® as a good choice. Slim-Fast® meal replacement shakes and bars are scientifically proven to help control hunger for up to four hours. Slim-Fast® is the number one meal replacement brand in the nation and is a proven approach for weight loss with over 30 published clinical studies. A nutritionally-balanced meal replacement, Slim-Fast® shakes and bars contain only 190 - 220 calories, provide a good source of protein and are packed with vitamins and minerals.

"I believe it's important to eat fewer calories at night vs. during the day. So for dinner, a Slim-Fast® meal replacement shake is a great way to get balanced nutrition in only 190 calories," said Greene. "And for breakfast, a Slim-Fast® meal replacement and fruit is a smart and simple way to jump start your metabolism in the morning. Meal replacements provide key nutrients to start your day off right."

Lipton® Tea and the "Best Life Diet": Hydration and Relaxation

The "Best Life Diet" promotes hydration as an important factor in losing weight. Science has demonstrated that a healthy adult should aim to consume eight-eleven cups of water daily. We also know that drinking two-three cups of tea daily can contribute to the body's hydration. It is a common myth that tea or any other caffeine-containing beverage will cause a loss of body fluid that will have a negative impact on the body's hydration level. The "Best Life Diet" also promotes tea as a soothing option to help relax and cope with the issues that affect them daily. One of Bob Greene's personal favorites is Lipton® Pyramid Green Tea with Mandarin Orange. Lipton® Pyramid Teas, just launched in October 2006, are made with innovative, pyramid-shaped, gossamer tea bags that allow long leaf tea and real pieces of fruit more room to infuse for greater aroma, color and taste.

Bertolli® Olive Oil and the "Best Life Diet": Cholesterol-free



Bertolli visits hundreds of olive oil groves each year, selecting and blending some of the best olive oils to create exceptional quality Bertolli Olive Oil. Bertolli® Olive Oil is 77% monounsaturated fat – more than any other oil – is naturally cholesterol free, and contains no salt. Because Olive oil is so flavorful, not as much is needed to provide flavor in foods and it is a great option for healthy cooking, in many recipes olive oil may be used as a substitute for butter or margarine.

Hellmann's® or Best Foods and the “Best Life Diet”: “Good” Fats and Omegas

Hellmann's® Mayonnaise - known as Best Foods® West of the Rockies - is America's favorite mayonnaise brand. Its great taste enhances the flavor of many foods including fish, chicken, grains, vegetables and salads. It is an essential part of a healthy diet and contains real ingredients, like eggs, oil and vinegar. Specifically, Hellmann's® Canola Real Mayonnaise and Hellmann's® Light Mayonnaise are both featured ingredients in “Best Life Diet” recipes. Hellmann's® Canola Real Mayonnaise is a great-tasting way to maintain a healthy diet because it contains a balance of the “good” fats, such as monounsaturated and polyunsaturated fats. Additionally, Hellmann's® Canola Real Mayonnaise is trans fat free, low in saturated fat and an excellent source of omega-3 (ALA) and omega-6 (LA) fatty acids. Hellmann's® Light Mayonnaise is also a great-tasting blend of mono and polyunsaturated fats, is trans fat free, and an excellent source of omega-3 (ALA) and omega-6 (LA) fatty acids. Additionally, Hellmann's® Light has ½ the calories and fat of mayonnaise.

Wish-Bone® Salad Spritzers™ and the “Best Life Diet”: Calorie Control

Wish-Bone® Salad Spritzers™ Vinaigrette Dressings are packaged in easy-to-use spray bottles and can be an effective tool to help people control the amount of dressing they put on their salads. Dressing adds the finishing touch to a salad, but too much dressing can overwhelm veggies and easily add hundreds of extra calories to an otherwise healthy dish. With just one calorie per spray, Wish-Bone® Salad Spritzers™ Vinaigrette Dressings are perfect for people following the “Best Life Diet”. Whether you like to apply your dressing layer by layer or mix it all in, the custom spray nozzle on Wish-Bone® Salad Spritzers™ gives consumers more control than ever in dressing a salad. Wish-Bone® Salad Spritzers™ are available in three light tasting, refreshing vinaigrette flavors: Balsamic Breeze™, Red Wine Mist™, and Italian.

Unilever's Vitality Mission

Unilever's corporate mission strives to promote health and vitality by helping people feel good, look good and get the most out of life. As part of its Nutrition Enhancement Program, Unilever has eliminated 25,000 tons of fats, 10,000 tons of sugar, and 2,000 tons of sodium globally from products as well as launched Eat Smart/Drink Smart on-pack labelling program in the U.S. Unilever as a company aligns with Greene's approach to help make it easier for consumers to choose 'better for you' products.

About the “Best Life Diet” and “Best Life” Seal of Approval

The "Best Life Diet," was released nationwide on December 26th, to help as people start to consider New Year's resolutions to lose the pounds put on during the holidays.

Greene created the Best Life seal of approval for foods he recommends as a way to remain involved in guiding a person's dietary choices where many key food choices are made – at the grocery store. In creating the Best Life Diet, Greene was impressed by many food companies' efforts to offer nutritious food options that address dietary needs for weight management and health, with taste remaining a top priority. Because he was so encouraged that many enjoyable foods are a good fit for his diet program, he sought partnerships with food companies to help make following his weight loss approach uncomplicated and demonstrate the wide array of food options. All products carrying the Best Life seal of approval have been carefully assessed and approved by Bob Greene and his credentialed team of nutritionists so consumers can be assured that the product is one personally recommended by Bob Greene for anyone trying to lose weight and eat healthfully while following the Best Life Diet approach.



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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