



NEWS RELEASE

FOR IMMEDIATE RELEASE

Sabrina Glavan
Unilever United States
201-894-2815
sabrina.glavan@unilever.com

UNILEVER EMPLOYEES SPEARHEAD COMMUNITY-WIDE EFFORT TO DELIVER HOLIDAY CHEER TO U.S. SOLDIERS OVERSEAS

Through the Unilever “Adopt-A-Soldier Platoon,” Congressman Rothman and Local Northern New Jersey Business Community Holiday Gifts Are Delivered to a Fire-Devastated U.S. Brigade Stationed in Iraq

Englewood Cliffs, NJ – Dec. 07, 2005 - Thanks to the *Adopt-A-Soldier Platoon* – a grass-roots initiative launched by Unilever US employees in New Jersey and Connecticut, state-of-the-art video, communications and entertainment systems were shipped to the 29th Brigade Combat Team stationed at Camp Anaconda in Iraq. Through fundraising and local community outreach, thousands of dollars were secured to purchase high-end equipment and gifts for the unit which recently lost its MWR (Morale Welfare Recreation) tent, library, chapel, gym and television room to a devastating fire.

Fundraising for this troop was initiated by the patriotic donation of American flags, on behalf of Apollo Flags headquartered in Wayne, NJ. Sold as treasured keepsakes, the flags were signed by the troops and flown in Iraq. To further generate publicity and support, the Platoon also contacted their local representative, Congressman, Steven R. Rothman (D-NJ-9), who championed a sizable flag purchase made by the Bridgestone/Firestone North Jersey District Office. The Congressman also arranged for global transportation provider, DHL, to deliver the delicate electronic equipment at no charge, after the U.S. military was unable to do so.

“It’s all about taking care of our brave men and women who are sacrificing for their country. And it is such a great feeling to give back,” stated Alan Krutchkoff, Manager, Unilever Corporate Brand, IT North America and head of the Adopt-a-Soldier Platoon program. “Our efforts started out small, but with the generosity and dedication of colleagues, friends and local businesses, we are making a big difference in boosting morale and delivering some holiday cheer.”

(more)

-

more

“Our fellow Americans have put their lives on the line for us in Iraq - we must never lose sight of that, not even for an instant. There can be no question that the 158,000 men and women serving there need and deserve every form of support and assistance we can provide,” stated Rep. Steve Rothman (D-NJ-9). “It has been my honor to work closely with Alan Krutchkoff and the Unilever Adopt-A-Soldier Platoon to provide care packages and recreational equipment for the troops at Camp Anaconda. I also want to thank DHL for generously offering to ship this material to Iraq. Efforts like these really do help those brave soldiers feel connected to home, hearth and family.”

The donation, which included an 80-inch Luma Glass screen, projector, DVD system, widescreen TV, color printer, Xbox, keyboard and stereo, was picked up from Unilever US headquarters in Englewood Cliffs, NJ. The cartons were then shipped from DHL’s Gateway at JFK airport to Camp Anaconda in Iraq.

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 29th Brigade Combat Team, Adopt-a-Soldier is currently supporting more than a dozen other Army and Marine units in Iraq.

To participate in the Adopt-a-Soldier Platoon initiative, please contact Alan.Krutchkoff@Unilever.com.

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 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 more than 15,000 people in 74 office and manufacturing sites in 24 states and Puerto Rico – generating approximately \$10 billion in sales in 2004. For more information visit

www.unileverusa.com

###

