



**Children's Food & Beverage Advertising Initiative:
Restated Pledge to Incorporate Uniform Nutrition Criteria**

January 9, 2014

Unilever hereby updates its Children's Food & Beverage Advertising Initiative Restated Pledge (dated May 25, 2010) ("Unilever Pledge") to reflect its adoption of the Category-Specific Uniform Nutrition Criteria. Specifically, the following sections of the Unilever Pledge will be updated as follows:

Introduction to be replaced as follows: "Unilever is pleased to participate in the Children's Food and Beverage Advertising Initiative. Unilever's mission is to add vitality to life, and we have therefore carefully considered our approach to the issue of health and nutrition -- particularly with regard to children. Unilever's Pledge which is fully implemented is consistent with its responsible approach to advertising directed to children. As explained in more detail below, Unilever does not advertise to children who are younger than six (6) years of age, and will only advertise to children between the ages of 6 through 11 those food and beverage products that meet the *Category-Specific Uniform Nutrition Criteria*. As a leader in the global food market, Unilever is committed to market great-tasting foods and make better-for-you options easier to find."

Section B.2(a) to be replaced as follows: "Unilever will only advertise to children between the ages of 6 through 11 those food and beverage products that meet the *Category-Specific Uniform Nutrition Criteria*."

Section C.1(e) to be replaced as follows: "Unilever will only advertise to children between the ages of 6 through 11 those food and beverage products that meet the *Category-Specific Uniform Nutrition Criteria*."

The **complete list of Popsicle® products we will advertise in 2013** is as below. All these products meet the Category-Specific Uniform Nutrition Criteria that was effective December 31, 2013:

Popsicle® Orange Burst Pop Ups®
Popsicle® Reckless Rainbow Pop Ups®

Popsicle® Marvel Avengers Assemble™

Yosicle® Chocolate & Vanilla Swirlz
Yosicle® Strawberry-Raspberry & Strawberry-Banana Swirlz

See attachment 1 for nutritional information for all the products listed herein.