Children’s Food and Beverage Advertising Initiative:
Restated Pledge

Introduction

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 nutritional benchmarks established by our Nutritional Enhancement Program (NEP). Foods that meet those benchmarks are based on nutritional guidelines established by international public health authorities, including the U.S. Dietary Guidelines and, as such, represent healthy dietary choices.

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.

A. Identifying Information

1. The corporate name and address of the Participant.

   Conopco, Inc. d/b/a Unilever
   700 Sylvan Ave.
   Englewood Cliffs, NJ 07632

2. The name and contact information of an individual(s) responsible for overall implementation of the Pledge.

   Nancy Schnell, Esq.
   700 Sylvan Ave.
   Englewood Cliffs, NJ 07632
   Nancy.schnell@unilever.com
   201.894.2751
3. The name of the specific entity or entities covered by the Pledge.

   Conopco, Inc. d/b/a Unilever (hereinafter, “Unilever United States”)

4. The name of each brand and/or product line that is covered by the Pledge.

   Skippy®
   Popsicle®

   We interpret “covered by the Pledge” to mean products that are marketed to children under 12. As of the date hereof, Unilever United States markets only the above brands to children under 12; however, we will update this response as necessary in the event that we expand our marketing to children under 12 beyond the above brands in the future.

B. Core Principles

1. An overview of the manner by which the Participant intends to comply with the Advertising Messaging principle.

   Unilever United States does not direct any advertising materials (other than labeling and the following point of sale materials: (i) materials affixed to and/or holding product; and (ii) those containing basic product descriptions (collectively, the “Excepted Materials”)) to children between the ages of 6 through 11, except for advertising materials featuring products that represent healthy dietary choices.

   Note that other than via Excepted Materials, Unilever United States does not direct advertising to children under the age of 6, and has not done so since April 2006.

2. A description of how the Participant intends to comply with the Advertising Message principle.

   Unilever United States will devote all of its advertising directed to children ages 6-12 for products that represent healthy dietary choices, including advertising in the following media (hereinafter “covered media”):

   - television
   - radio
   - print
   - internet – third-party sites and company-owned websites
• video and computer games rated “early Childhood” or “EC”. And other video/computer games that are age graded on the label or packaging as being primarily directed to children under 12
• DVDs of G rated movies that are primarily directed to children under 12, and other DVDs the content of which is primarily child directed
• Cellphones and PDAs, and
• Word of mouth advertising when it is primarily directed to children under 12

a. State the scientific and/or governmental standard(s), or the company developed standard(s) on which the Participant is relying to designate the product as a healthy dietary choice.

Products representing “healthy dietary choices” will be those meeting the nutrient profile criteria established by Unilever’s Nutritional Enhancement Program. The goal of the NEP is to help consumers achieve goals of dietary guidelines by limiting their intake of Trans Fats, Saturated Fats, Sodium, Sugars and Cholesterol. Under the NEP, products are compared against nutritional benchmarks for these 5 key nutrients. Levels for these benchmarks are derived from a calorie-based translation of international nutritional standards and a range of national dietary guidelines, and were developed in consultation with nutritionists.
http://www.unilever.com/brands/nutrition/makingourfoodhealthier/NEP_benchmarks.aspx

The basis for this program is described in the publication, “A method to improve the nutritional quality of foods and beverages based on dietary recommendations.” European Journal of Clinical Nutrition, November 22, 2006.

b. To the extent the Participant is relying on a company developed standard, state the scientific and/or governmental standard(s) on which it is based.

U.S Dietary Guidelines and International Dietary Guidelines form the basis for the Unilever’s NEP. The WHO/FAO global strategy (World Health Organization (2004), Global strategy on diet, physical activity and health, Fifty-seventh World Health Assembly) and U.S. Dietary Guidelines have recommended limiting the intake of saturated fat, trans fat, sodium and sugar for the benefit of public health.
3. The manner by which the Participant intends to implement the Licensed Character, Celebrity and Movie Tie-In principle, include the following:

   Unilever United States will only use 3rd party licensed characters and celebrities of particular appeal to children under 12 to advertise products that represent healthy dietary choices in the Covered Media to children ages 6 through 11.

   Unilever United States will only engage in movie tie-ins to advertise products that represent healthy dietary choices in the Covered Media to children ages 6 through 11.

4. A description of the manner by which the Participant intends to implement the Product Placement principle.

   Unilever United States does not and will not pay for or actively seek to place any of its food or beverage products in program/editorial content featured in any Covered Medium primarily directed to children under 12, which content is created by a third party, for the purpose of promoting the sale of such products (“Product Placement”). For avoidance of doubt, as used herein, the term “Product Placement” does not include, for example, the placement of products in advertising, program/editorial content, entertainment and/or branded entertainment created by or on behalf of Unilever United States.

5. A description of the manner by which the Participant intends to implement the Interactive Games principle.

   Unilever United States will use only products representing healthy dietary choices in any interactive game that is primarily directed to children ages 6 through 11. This principle includes interactive games in online, disk or cartridge format, when provided free or at nominal charge.

6. A description of the manner by which the Participant intends to implement the Advertising in Schools principle.

   Unilever United States will not advertise food or beverage products in elementary schools (pre-K through 6th grade). For avoidance of doubt, Unilever United States’ commitment to not advertise food or beverage products in elementary schools will not include/will not apply to branded or unbranded displays of food and beverage products, charitable fundraising activities, public service messaging, or advertising directed to school administrators.
C. Supporting Data

1. For each product that the Participant intends to comply with the healthy dietary choices portion of the Pledge:

   a. the product’s name;

      (i) Popsicle® brand products - See Appendix A.

      (ii) Skippy® brand products – See Appendix B.

   b. the product's nutritional labeling;

      See Appendices A and B

   c. the product’s ingredient list; and

      See Appendices A and B

   e. the basis for concluding that the product meets the established scientific, governmental and/or company developed standard relied on.

The following table summarizes our complete Pledge criteria:

<table>
<thead>
<tr>
<th>Food Category</th>
<th>Calories</th>
<th>Fat</th>
<th>Saturated Fat</th>
<th>Trans Fat</th>
<th>Sodium</th>
<th>Sugars</th>
<th>Positive Nutrients/ Functional Benefit/ Food Group</th>
<th>≥ 25% Reduction vs. Reference Food</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popsicles</td>
<td>≤ 110</td>
<td>Not Specified</td>
<td>≤ 2.5g/serving</td>
<td>&lt; 2% kcal, excluding CLA¹</td>
<td>&lt; 1.6 mg/kcal or ≤ 100mg/ serving</td>
<td>≤ 25% total sugars and ≤ 20% added sugars</td>
<td>≤ 25% kcal total or ≤ 7g/ 100g added sugars</td>
<td>Not Specified</td>
</tr>
<tr>
<td>Peanut Butter</td>
<td>Not Specified</td>
<td>Not Specified</td>
<td>≤ 10% kcal or ≤ 33% of total fat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

¹ Assures that products will be labeled as zero. FDA’s definition of trans fat excludes conjugated linoleic acid (CLA).

3. For those Participants that do not intend to advertise to children under 12, please provide a description of the specific criteria the Participant will use for each covered medium (television, radio, print and Internet) to determine if advertising is primarily directed to children under 12:

Unilever United States does not intend to advertise food or beverage products to children ages 6 through 11, unless such products meet the nutritional benchmarks as established by our NEP..
To determine whether advertising on TV, radio, print and Internet is directed to children under 12, Unilever will consider the following factors, no one of which will be controlling:

i. Whether the specific medium (e.g., the particular TV show, website, radio show or magazine/newsletter) in which the ad is placed is used primarily by children under 12;

ii. Whether the ad was intended/created to appeal primarily to children under 12;

iii. For TV ads, whether the ad appears during, or just before or after, a program generally understood to be children’s programming, considering the time of day during which the ad appears and the media outlet, or which is counted towards the broadcaster’s or cablecaster's Children's Television Act obligations.

iv. For TV, whether the ad appears in a program or daypart where more than 35% of the total audience is under 12.
Appendix A
Popsicle® brand products

See attached.
Appendix B
Skippy® brand products