



Children's Food and Beverage Advertising Initiative: Supplement to Pledge

July 22, 2008

1. Amendment to Section C.1.e. (nutritional criteria)

Unilever's US Pledge nutritional criteria are based on the criteria in our internal Nutrition Enhancement Program (NEP), which provides the criteria for products to be eligible for Unilever's "Eat Smart" and "Drink Smart" logos in the United States, and similar logos in other countries, to help make Unilever products that represent better nutritional choices more clearly visible for consumers.

When we first developed the US Pledge criteria for frozen novelty products, we focused primarily on those products that were then being marketed to children. These were Popsicle products, most of which were water ices, and all of which contained no or very little fat. Since that time, Unilever has been developing new products formulated from low-fat milk that are intended to provide fun, nutritious snacks that represent better-for-you options for children because they are lower in fat than regular ice cream.

As of the beginning of 2008, Unilever established new NEP benchmarks for the ice cream category to take into consideration that these ice cream alternatives are appropriate for marketing to children because of their preferable nutritional profile. In addition, these products are appropriate for children because low-fat dairy products are one of the major food groups recommended for increased consumption under the 2005 Dietary Guidelines for Americans. In general, products covered by the Pledge will provide approximately one-quarter to one-third of a serving of low fat dairy and approximately 5-10% of the Daily Value for calcium. Further, these new benchmarks will permit more flexibility to add approximately one-quarter to one-third serving of fruit ingredients to frozen snacks in potential future formulations.

Therefore, these new benchmarks were adopted to enable formulation and production of dairy based frozen novelties made from low fat milk as well as potential future fruit-based products. It is important to note that, although these

new benchmarks provide some additional flexibility with respect to saturated fat and added sugar levels, they set careful limits on those levels that are consistent with global dietary guidelines. Also, most of our traditional Popsicle products will continue to be water ices that have no or very little fat.

Accordingly, we are revising our Pledge criteria for Popsicle products to incorporate these new NEP benchmarks. Our revised Pledge criteria include (1) an adjustment in calories to account for the calories in low fat dairy contributed by protein, sugars and fat; (2) an adjustment to saturated fat, to accommodate the low level of saturated fat that occurs in low-fat milk ingredients used in frozen dairy products, while at the same time requiring that any product eligible to be advertised to children must represent at least a 25% reduction in saturated fat as compared to a reference food; and (3) an adjustment to added sugar, to permit the addition of a small amount of sugar for proper ice crystal formation within low-fat dairy- and fruit-based products, while at the same time keeping added sugar levels below IOM guidelines. We would also like to clarify that our criterion for trans fat – less than 2% of calories as trans fat – ensures that all products are labeled as containing zero grams trans fat.

The following table summarizes our complete Pledge criteria, including these revisions:

Food Category	Calories	Fat	Saturated Fat	Trans Fat	Sodium	Sugars	Positive Nutrients/ Functional Benefit/ Food Group	≥ 25% Reduction vs. Reference Food
Popsicles	≤ 110	Not Specified	≤ 2.5g/ serving	< 2% kcal, excluding CLA ¹	≤ 1.6 mg/kcal or ≤ 100mg/ serving	≤ 25% total by weight and ≤ 20% added by weight	Not Specified	Yes (sat. fat)
Peanut Butter	Not Specified		≤ 10% kcal or ≤ 33% of total fat			≤ 25% kcal total or ≤ 7g/ 100g added sugars		Not Used

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

2. 2008 Product Sheets

Unilever is updating the list of Popsicle products that are currently advertised in accordance with our Pledge. The product sheets with nutritional information for those products are attached hereto.

3. Amendment to Section B.4. (product placement)

Unilever is revising the product placement commitment in its Pledge to cover product placement in “any media.” The current commitment refers only to “covered media” (i.e., TV, radio, print, and internet). This revision is intended to clarify the scope of this commitment.