



For Immediate Release

For More Information,
Please contact:
Kimberly Eberl
312/397-6050 (Work)
773/771-6807 (Cell)
kimberly.eberl@ogilvypr.com

***TEAm Lipton®, All Female Pro Cycling Team, Make First – Ever Appearance on the Daytona 500 Track
Kasey Kahne Prepares for Daytona 500 by Cycling with All-Female Cycling Squad***

Englewood Cliffs, NJ (February 6, 2006) -- The Daytona International Speedway has been known for creating legends and setting record-breaking speeds. For the first time ever, legends on two wheels, all-female professional cyclists TEAm Lipton, will circle the Speedway on their bikes, showing how less rubber can still bring excitement to the track and the roar of the crowd.

TEAm Lipton members Grace Fleury, Kristen LaSasso and Liza Rachetto will be cycling the record-setting lap on February 19th, just hours before four-wheeled chargers hit the course. Although the cyclists won't be going at the same blistering speed as the racecars, they will be pedaling at a rapid pace showing their pure speed and endurance. As some of the few females on the Daytona International Speedway, TEAm Lipton will be showing they can maneuver and draft on each other just as well as their male counterparts on four wheels.

Earlier this year, the team helped one of NASCAR's most popular drivers, Kasey Kahne, prepare for the Daytona 500. Kahne and TEAm Lipton have been cycling together to help build Kahne's endurance and sharpen his mental alertness for the race. By training in another sport, cycling, to prepare for a motor race Kahne has a promising edge for the race. Few athletes take a two – sport approach to training but Kahne believes both sports bring the level of competitiveness that helps drive athletes to a higher level.

Kahne and the TEAm are so passionate about the importance of good preparedness for any challenge – on two wheels or four – that they are ambassadors for the Lipton Live Well Challenge, a campaign to help people get out of their cars, or off their couches, and be active with a sport such as cycling along with beginning a healthy diet regimen that includes drinking three servings of Lipton tea a day.

“Whether you’re circling the Daytona 500 at 200 mph in a car or 20 mph on a bike, its important to have proper health and fitness training, “ said Kahne. “By cycling with the Lipton team and leading the Lipton Live Well Challenge I hope I can inspire others to live better and feel better with a healthy lifestyle.”

Key Dates at Daytona

For visitors of Daytona, Kasey Kahne will be showing his cycling strength on Wednesday, February 15 from 10 –11 AM EST at the FanZone and training with TEAm Lipton on Friday, February 17 from 11 – 12 PM EST in the FanZone. TEAm Lipton’s historic cycling lap will take place about two hours before the Daytona 500 on February 19, 2006.

To learn more about TEAm Lipton and the Lipton Live Well Challenge, visit www.lipton.com.

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, Eternity by Calvin Klein, 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 Unilever. 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.unilever.com.

###