
Marathon Projects Ltd.

Suave And Almar Launch New Line Of Hair Accessories Under Licensing Agreement

(Midland Park, NJ - December, 2003) Suave, a brand of Unilever (NYSE: UN), and Almar jointly announced today they are teaming up to launch a new line of hair accessory products under a five-year licensing agreement that allows Almar to use the Suave name. Unilever is a global leader in home and personal care products and Almar is a leader in hair accessories.

“Almar Sales has not pursued many licenses since our products are very price sensitive and any additional margin added does have an adverse effect on sell-throughs,” said Raymond Ashkenazie, President of Almar Sales. “But after seeing the power of the Suave brand on the store shelf and with consumers, we decided to offer value packaging with a powerful national brand. Based upon our initial presentations to our retail partners, we were right on target.”

The line of top-quality, value-priced Suave hair accessories from Almar will include elastics, combs, clips, barrettes, headbands, brushes and mirrors (for adults and kids) and will initially be available in retailers, including Family Dollar stores, in January. Unilever’s Suave branded products include shampoo, conditioner, hairspray, styling products, lotion, deodorant and body washes and are primarily mass-market type products.

“Entering the \$800 million hair accessory arena is a very exciting and natural step for Suave,” said Ralph Blessing, Suave Brand Development Director. “With Almar’s expertise in manufacturing and distributing quality hair accessories and Suave’s strength in personal care and name recognition, this is a win-win for our customers, consumers and our brand. We view the relationship between Suave and Almar as an ideal combination of a strong brand and quality product that will be meaningful and attractive to a large number of consumers.”

The five-year licensing agreement covers both the U.S. and Canada. Marathon Projects, the NJ based licensing firm helped negotiate the licensing agreement.

“Today’s consumers want value and selection so teaming up with Suave to put out a line of hair accessories gives them exactly what they want,” said Mr. Ashkenazie. “People recognize the Suave brand and feel connected and comfortable with it so this licensing agreement is a great way for Almar to drive growth in the hair accessory category.”

Approximately 500 new items for women, men and children will be available in the new hair accessory line. Almar worked with its manufacturing facilities to design a collection with innovative features that offers value coupled with the latest in fashion and function. The new Suave-branded products hit the shelves in mid-January.

About Suave

Suave® offers more than 300 personal care products including hair care, anti-perspirants/deodorants, body washes, body scrubs, and hand and body lotions. A Unilever Home & Personal Care Brand, Suave is available nationwide in food, drug and mass outlet stores. In 2003, an annual survey conducted by DSN Retailing Today named Suave America's favorite health and beauty aid brand for the third year in a row. Suave, a name that has been trusted for quality and value for more than 60 years, is purchased by 61 percent of American households each year. More than 18 Suave products are sold every second.

About Almar

Almar Sales has been in business for almost 40 years and has established themselves as one of the leading resources in the hair care/accessories category. Almar's products are marketed primarily under the Expressions® brand name and are available in the US, Canada and Mexico. The business has corporate headquarters in New York, warehouses in New Jersey, sales offices in Mexico and Quality Assurance and Sourcing offices in China. Selling more than 70 million units annually, Almar is the biggest supplier of hair accessories to the "dollar store" segment in the US.

About Unilever

Unilever is one of the world's largest consumer products companies with annual sales of approximately \$47 billion in 2002. The US operations generated sales of \$11 billion in 2002, employ some 15,200 people and have 59 offices and manufacturing sites in 21 states.

In the U.S., Unilever produces and markets such well-known brands as Dove®, Suave®, Lipton®, all®, Ragu®, Q-tips®, Good-Humor® and Breyers® and a wide range of other foods, home and personal care brands, which are chosen by millions of individual consumers each day.

Visit Unilever at <http://www.unilever.com>