



For Immediate Release

Lipton® Puts the Power to the Pedal: Kristin Armstrong Joins World-Class Women's Cycling and Triathlon Squad

NEW YORK, NY (January 17, 2006) – LIPTON Tea takes its commitment to health and vitality to a new level with the addition of top-ranked cyclist Kristin Armstrong to the 2006 TEAm LIPTON women's pro cycling and triathlon team. National time trial champion and Olympian Armstrong will lead a roster of elite-level cyclists and triathletes in a race schedule spanning more than 100 events in nine countries and 14 states.

TEAm Lipton is managed by Velocity Sports Management and focuses on nurturing elite-level U.S. cyclists and triathletes to compete at the highest level in world-class competition and towards selection for the 2008 Beijing Olympic Games. In addition to Armstrong, the squad also features Laura VanGilder, one of the winningest sprinters in women's cycling, and other leading U.S. riders such as Kori Kelly Seehafer, Grace Fleury, Kristen LaSasso, Meredith Miller and Lara Kroepsch. The squad is completed with Katherine Lambden, Liza Rachetto and Sarah Caravella. In the multisport category, TEAm LIPTON is represented by Rebeccah Wassner, Bo Arlander and Kiki Rutkowski, who will compete in World Cup and Ironman events.

"There is no better, more accomplished and vibrant team of athletes to represent the LIPTON brand," says Patricia Zenobi, Unilever Marketing Director, LIPTON US. "Their commitment to quality performance and inspiring Americans to live well and achieve their fitness and nutrition goals mirrors our values completely."

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Following on the heels of a highly successful 2005, TEAm Lipton kicks off the 2006 season with new director sportif Thomas Liese, a former World Champion, Olympian and Tour de France finisher with over 20 years of road and track racing at the sport's highest level. The TEAm will compete in USA Cycling national road and track events and Ironman and international triathlon events, capping the season with the U.S. Track National Championships in October.

"I'm looking forward to bringing my experience and knowledge to this group of exemplary athletes," said Liese. "I plan to create the perfect team environment and give direction that will motivate these women to perform at their very best."

TEAm Ambassadors of the LIPTON Live Well Challenge

Fuelled by tea and propelled by fitness, TEAm LIPTON are role models for Americans taking on the LIPTON Live Well Challenge. Partnering with BikeTown USA, TEAm LIPTON and the Challenge will help Americans make positive changes in their lives by incorporating tea and exercise in their daily routines, giving away one bike a day and LIPTON tea for over 150 days. The TEAm will travel across 10 cities, bringing the Challenge to life and encouraging Americans to drink three servings of tea everyday and bike three times a week as a simple way to lead a healthier lifestyle.

The TEAm LIPTON Roster

TEAm LIPTON consists of 13 top-level athletes, with a stellar combined resume featuring the Olympic Games and the U.S. National and World Championship teams:

- Kristin Armstrong, Boise, Idaho: Olympian, 2005 U.S. National time trial champion
- Laura VanGilder, Cresco, Penn.: One of the winningest sprinters in women's cycling
- Kori Kelly Seehafer, Louisville, Colo.: Ranked in the top-10 of American road cyclists
- Grace Fleury, Winston-Salem, N.C.: 2005 Atlanta 10K Classic champion and fourth place at 2005 U.S. National time trials
- Lara Kroepsch, Boulder, Calif.: 2005 Colorado State Cyclocross Champion; Two-time Collegiate National Criterium and 2005 International Women's Criterium champion
- Kristen LaSasso, Aptos, Calif.: One of America's top climbing specialists
- Meredith Miller, Auckland, New Zealand: European World Cup veteran
- Katherine Lambden, Fort Lee, N.J.: An up-and-coming climbing and stage race specialist

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- Liza Rachetto, Boise, Idaho: An all-around rider competing in road and track
- Sarah Caravella, Breiningsville, Penn.: 2005 G.S. Mengoni Grand Prix and Rochester Twilight Criterium champion
- Rebeccah Wassner, New York, N.Y.: 2004 Pro Rookie Triathlete of the Year and World Cup triathlete
- Kiki Rutkowski, MD, San Francisco, Calif.: Ironman World Championship top finisher in 2004 and 2005
- Bodil Arlander, San Francisco, Calif.: Ironman specialist and multiple-time All-American
- Director Sportif: Thomas Liese, Leipzig, Germany

"We're thrilled to be managing a women's program of this caliber," said Ed Beamon of Velocity Sports Management. "We are extremely grateful to LIPTON, a committed brand that will help grow the sport and provide great opportunities for athletes."

Other supporting sponsors of the team include Fuji Bicycles, Shimano, Biemme, Fizik Saddles, Oval Concepts, LAS helmets, Rider Sandals, CamelBak, DeFeet, Smith Optics, Cateye, SKS, SciCon, Arundel and Clif Bars. For more information about TEAm LIPTON, go to www.teamlipton.com. For more information on the LIPTON Live Well Challenge and the healthy benefits of Lipton Tea, 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.

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