

Pamela Anderson

April 3, 2007

Michael B. Polk, President
Unilever
700 Sylvan Ave.
Englewood Cliffs, NJ 07632-3201

1 page via fax: 201-871-8257

Dear Mr. Polk:

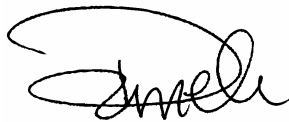
Thank you for asking me to represent Unilever's AXE brand. However, as a PETA supporter and a friend to animals, I cannot represent a company that continues to engage in animal testing.

I realize that Unilever has taken significant steps to reduce the amount of animal tests that it conducts. Although I appreciate the fact that you are making progress on this front, please note that I will only consider working with your company after it has eliminated all animal testing—regardless of circumstances, such as new ingredient technology.

If you have any questions, please contact Dan Mathews at 757-962-8308.

Thank you for your time and attention.

Sincerely,

A handwritten signature in black ink, appearing to read 'Pamela Anderson', with a large, stylized flourish above the name.

Pamela Anderson