



Protection for the Ride of Your Life

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**DALE EARNHARDT JR. AND NEW SPECIAL EDITION DEGREE V12™
CHALLENGE GUYS TO GET IN THE GAME**

New Anti-perspirant and Deodorant Protects Men On and Off the Track

CHICAGO (June 2009) – Whether it’s hitting a deadline at work or hitting a tight turn on a NASCAR track, men thrive on excitement. At work or at play, active men need a product that will protect and allow them to perform at their best – especially when their adrenaline is pumping.

Degree® Men’s new Degree V12™ Absolute Protection is the latest addition to its premium sub-line of anti-perspirant and deodorant designed specifically to respond to increases in adrenaline and provide protection when men need it most. No matter the circumstance, men can feel confident about Degree V12 thanks to its body responsive formula which is specially formulated with ARMOR TECH fragrance molecules, releasing 1.4 million odor fighters per use.

The Degree V12 Challenge

To help debut Degree V12, NASCAR icon Dale Earnhardt Jr. will unveil the Degree V12 Challenge on www.DegreeRacing.com, an online racing game that brings the challenge of racing to the computer screens of guys everywhere. JR Motorsports drivers Dale Jr. and Brad Keselowski offer their racing expertise in the form of voiceovers during the Degree V12 Challenge, aimed to guide gamers through the rigors of online racing.

An avid gamer, Dale Jr. personally helped develop the Degree V12 Challenge, offering insights to driver and vehicle response, track layout and even car selection for fans to drive. And his passion for gaming isn’t just a hobby, but in some cases it also helps him prepare for races by allowing him to simulate driving on the track and racing for a virtual green flag.

“Whether it’s entering the final turn at Atlanta, or playing video games online with my buddies, I’m always up for a challenge,” said Dale Jr. “Racing is real competitive, but it can be a tough workout too. It’s great to know Degree V12 is there to keep me dry when my adrenaline gets going.”

Starting June 1, NASCAR fans can climb behind the wheel of their own stock car, just like Dale Jr., in the Degree V12 Challenge. The online racing game takes the NASCAR experience to streets, challenging players to drive the Degree V12 race car in five unique road races from city to city and deliver to Dale Jr. on time and in one piece. Players compete against each other at www.DegreeRacing.com, to win prizes including a VIP trip to the Degree V12 300 NASCAR Nationwide Series™ race in Atlanta over Labor Day weekend.

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Here's how it works:

- Fans can register or log-in each day at **DegreeRacing.com** for a chance to win a trip to the Degree V12 300 for the "ultimate ride of their life," and other weekly prizes.
- When fans play the game, they can receive additional weekly prize entries for each completed race – up to five total entries per day.
- Game winners will travel to Atlanta Motor Speedway to compete in the Degree V12 Driving Simulator prior to the start of the Degree V12 300.
- **DegreeRacing.com** will also feature video vignettes of Dale Jr. and his JR Motorsports teammate Brad Keselowski offering tips and tricks to bring home the checkered flag in the Degree V12 Challenge.

Degree Men V12 and NASCAR

Degree Men's NASCAR partnership includes title sponsorship of the Degree V12 300 NASCAR Nationwide Series™ race at Atlanta Motor Speedway over Labor Day weekend, plus a new relationship with JR Motorsports and top-performing NASCAR drivers Dale Earnhardt Jr. and Brad Keselowski.

"NASCAR is the ideal platform to launch new Degree V12 Absolute Protection," said Jay Matthew, Brand Director of Deodorants. "We're ready for an exciting year for Degree V12 both on and off the track, and look forward to welcoming Dale Earnhardt Jr. and Brad Keselowski into the Degree family."

Dale Earnhardt Jr. will pilot the No. 5 Degree V12 Chevrolet during the Degree V12 300 NASCAR Nationwide Series™ race at Atlanta Motor Speedway on Sept. 5, 2009. Earnhardt's JR Motorsports teammate, Brad Keselowski, will man the No. 88 Degree V12 Chevrolet in four NASCAR Nationwide Series™ races during the 2009 season, including: Chicagoland Speedway on July 10, Gateway International Raceway on July 18, Bristol Motor Speedway on Aug. 21 and Texas Motor Speedway on Nov. 7.

Fans at each race featuring the Degree V12 JR Motorsports Chevrolet will have the chance to experience new Degree V12 Absolute Protection first-hand with off-and-on track sampling events. Visit **www.DegreeRacing.com** for more information.

ABOUT UNILEVER:

Unilever's mission is to add vitality to life. We meet everyday needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of life. Each day, around the world, consumers make 160 million decisions to purchase Unilever products.

In the United States, the portfolio includes major brand icons such as: Axe, Ben & Jerry's, Bertolli, Breyers, Caress, Country Crock, Degree, Dove personal care products, Hellmann's, Klondike, Knorr, Lipton, Popsicle, Promise, Q-Tips, Skippy, Slim-Fast, Suave, Sunsilk and Vaseline. All of the preceding brand names are registered trademarks of the Unilever Group of Companies. Dedicated to serving consumers and the communities where we live, work and play, Unilever employs nearly 12,000 people in both the United States and Puerto Rico – generating nearly \$10 billion in sales in 2008. For more information, visit **www.unileverusa.com**.

ABOUT JR MOTORSPORTS:

JR Motorsports is the management company and racing operation for Dale Earnhardt Jr., NASCAR's most popular driver and winner of more than 40 NASCAR-sanctioned races. JR Motorsports competes in multiple racing divisions, including the NASCAR Nationwide Series. In 2008, JRM enjoyed a breakout season with four Nationwide Series victories between its two teams. The JR Motorsports facilities are based out of Mooresville, N.C., and include the JR Nation retail store, Dale Jr. Fan Experience, and DEJ Realty. For more information on JR Motorsports, visit **www.dalejr.com**.

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