

February 16, 2009

To: Unilever Sales Agent AE's/Representatives - Retail Accounts

PRODUCT RECALL NOTICE – ACTION REQUIRED – Three Slim-Fast® Bar Products – All Best-if-Used By Dates

Dear Valued Customer:

As previously communicated, Unilever is recalling **three Slim-Fast Bar Products** because they may contain peanuts that are being recalled by Peanut Corporation of America (PCA). The PCA recall was ordered by the Texas Department of State Health Services (DSHS) on February 12, 2009, as a result of unsanitary conditions at the PCA Plainview, Texas, facility, which could have compromised the peanuts.

We are writing again because we originally provided ONE UPC code for Slim-Fast optima® caramel crispy peanut MEAL on-the-go® bars (6 bars per box). We are adding an additional UPC code for this SAME product sold in **12 bars** per box. In addition, we are also adding the INDIVIDUAL BAR UPC code for Slim-Fast optima® caramel crispy peanut MEAL on-the-go® bars, which is different from the UPC code that appears on the boxes sold to consumers, and may be sold individually at certain retail outlets.

PRODUCTS BEING RECALLED INCLUDE:

Product Name and Description: Slim-Fast optima® caramel crispy peanut MEAL on-the-go® bars – sold in paperboard boxes, **12** and **6** bars per box, 1.97 oz. (56 g) each with various best-if-used by dates. The UPC codes are located on the top of the 12-bar box and bottom of the 6-bar box; the individually wrapped bar UPC label is located next to “Nutrition Facts” on the back of the bar.

Product sold in **12 bars per box: (discontinued in September 2008):**

UPC: 0834613690 – (12 bars per box)

UPC: 0834603690 – INDIVIDUAL BAR

The item is shipped in cases with UPC: 10008346236906

Product sold in **6 bars per box:**

UPC: 0834603790 – (6 bars per box)

UPC: 0834603690 – INDIVIDUAL BAR

The item is shipped in cases with UPC: 10008346237903

This product is also contained within two display modules with UPC: 10008346237002 and 10008346237019. None of the other items in the display modules are affected.

Product Name and Description: Slim-Fast MEAL OPTIONS® Breakfast & Lunch Bars – Dutch Chocolate flavor – sold in paperboard boxes, 8 bars per box, 1.2 oz. (34 g) each various best-if-used by dates. The UPC code is located on the bottom of the box. ***(This product has no individual bar UPC.)***

UPC: 0834601520

The item is shipped in cases with UPC: 10008346031204

Product Name and Description: Slim-Fast MEAL OPTIONS® Breakfast & Lunch Bars – Peanut Butter flavor – sold in paperboard boxes, 8 bars per box, 1.2 oz. (34 g) each various best-if-used by dates. The UPC code is located on the bottom of the box. ***(This product has no individual bar UPC.)***

UPC: 0834601522

The item is shipped in cases with UPC: 10008346031228

The affected three **Slim-Fast Bar Products** have been distributed nationwide. Products may have reached consumers through retail stores. The affected product is being recalled from consumers and retailer store shelves, back rooms and warehouses.

This action was taken as a result of the peanut product recall ordered by the Texas Department of State Health Services.

No other Slim-Fast products – shakes or bars – are affected by this recall.

We request that the described above product, be pulled IMMEDIATELY from store shelves, backrooms, and warehouses and destroyed.

ACTION TO TAKE:

Our records show that the following accounts (see attachment) have received product that may be affected.

Follow-up action is required on your part. Please ensure that all stock is examined and then follow these instructions, where applicable:

Retail Store Retrieval and Destruction:

Please examine the stock on your retail store shelves and backrooms to determine if you have any of this affected product on hand. If the affected product is on hand, please take immediate steps to remove this product from retail purchase and destroy it. Please manage this removal of product through your typical unsaleable process. If you need assistance, please contact the Unilever Customer Operation Hotline Number at:

1-888-798-5131

Distributor and Retail Warehouse Destruction:

Please take the following steps and note the following:

- Please examine the stock in your distribution center to determine if you have any of this product on hand.
- Please take immediate steps to isolate and tag the product, pending destruction.
- You will be contacted by your Unilever Customer and Financial Services Representative and/or Field Sales Agent, who will authorize the destruction of the product at the customer and/or distributor warehouse.
- A Certificate of Product Destruction will need to be completed upon destruction at the warehouse (see attached).
- You will be reimbursed by check or credit memo for the purchase price of these goods.

Consumers who have any of the three affected Slim-Fast bar products are asked to discard them and call 1-877-270-7393, which is operational 24 hours a day, for information on the recall. In addition, a consumer services representative is available between the hours of 9:00 AM and 5:30 PM EST.

We appreciate your prompt assistance on this matter and apologize for any inconvenience. Should you have any questions, please contact your local Unilever representative.

Art Drogue

Senior Vice President, Sales & Customer Development