

THE BRANDS OF THE ULTIMATE CHARGERS™ TEAM

This season, six exciting Unilever brands will participate in the 2008 Ultimate Chargers program with NASCAR Nationwide Series team owner Gillett Evernham Motorsports. Gillett Evernham Motorsports has been a trendsetter in NASCAR racing and this should provide the Ultimate chargers a chance at victory one again this year.

There are three brands serving as primary sponsor of the program: Ragu® pasta sauce, Hellmann's® mayonnaise, and Wisk® laundry detergent. The remaining three brands will be associate sponsors of the program. Those brands are: Country Crock ®, Lipton® tea, and Klondike ice cream.

Proud Sponsors of NASCAR & Official Product Status at Six Exciting Venues on the NASCAR Circuit

Ragu® , Hellmann's®, Wisk®, Klondike®, and Country Crock ® are taking full advantage of the marketing power of NASCAR by continuing as proud sponsors of NASCAR® and as official products of Daytona International Speedway, Las Vegas Motor Speedway, Texas Motor Speedway, Talladega Superspeedway, Lowe's Motor Speedway ,and Richmond International Raceway. Lipton is a proud sponsor of NASCAR and official product at Daytona, Richmond, and Talladega.

At the six designated tracks many of the primary brands are sponsoring a weekend newspaper. You can keep up with all the news by reading the Ragu® Record, Wisk® Weekly, or the Hellmann's Herald when visiting activation. Race fans can also enjoy an exciting campground program that brings hot and cold sampling vehicles to campers. And appearances at each of the six designated tracks as well as grocery stores throughout the United States by the Ultimate Chargers™ simulator will give fans an opportunity to take an ultimate drive.