

United States District Court for the District of New Jersey
If you purchased Promise Activ SuperShots for Blood Pressure
(Either a “SuperShots for Blood Pressure 4-Pack” or “SuperShots for Blood
Pressure Club 15-Pack”),
you could get benefits from a class action settlement.

A court authorized this notice. This is not a solicitation from a lawyer.

- A nationwide settlement (“Settlement”) has been reached in a class action lawsuit against Unilever United States, Inc. (“Unilever” or “Defendant”). The lawsuit concerns Promise Activ SuperShots for Blood Pressure (“SuperShots for Blood Pressure”). The lawsuit alleges that Defendant’s advertising misrepresented the benefits of consuming SuperShots for Blood Pressure and, specifically, whether the product helps control blood pressure and flush sodium.
- Defendant denies the allegations and stands behind and supports its product and the representations/advertising it made about the product. Both sides have agreed to a Settlement to avoid the cost and risk of a trial, and so that the people affected can get benefits, in exchange for releasing the Defendant from liability. The Settlement does not mean that the Defendant broke any laws, or otherwise did anything wrong, and the Court did not decide which side was right. The Class Representative and the lawyers representing him think the Settlement is best for all Class Members.
- The Settlement provides an opportunity to be reimbursed for past purchases of SuperShots for Blood Pressure.
- Your legal rights are affected whether you act or don’t act, so please read this notice carefully.

YOUR LEGAL RIGHTS AND OPTIONS IN THIS SETTLEMENT:		
EXCLUDE YOURSELF	This is the only option that allows you to be part of any other lawsuit, or your own lawsuit, against the Defendant about the legal claims released in this Settlement.	Must be postmarked by March 19, 2010.
OBJECT	Write to the Court about why you do not like the Settlement.	Must be filed by March 19, 2010.
GO TO A HEARING	Ask to speak in Court about the Settlement.	The Final Approval Hearing is scheduled for April 19, 2010.
DO NOTHING	Give up rights to be part of any other lawsuit against the Defendant about legal claims released by the Settlement.	
SUBMIT A CLAIM	Make a claim for relief so that you may be able to receive all benefits which are available to you under the Settlement.	Claims must be submitted by June 18, 2010.

- These rights and options -- ***and the deadlines to exercise them*** -- are explained in this notice.
- The Court in charge of this case still has to decide whether to approve the Settlement, so that the benefits may be provided. Please be patient.

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BASIC INFORMATION

1. Why was this notice issued?

A Court authorized this notice because you have a right to know about the proposed Settlement of this class action lawsuit, and about all of your options, before the Court decides whether to give “final approval” to the Settlement. This notice explains the lawsuit, the proposed Settlement, and your legal rights.

Judge William J. Martini of the United States District Court for the District of New Jersey is overseeing this class action lawsuit. The case is known as *Slaughter v. Unilever United States, Inc.*, Case No. 09-CV-02702-WJM-CCC. The individual who sued is called the “Plaintiff,” and the company he sued, Unilever, is called the “Defendant.”

2. What is the lawsuit about?

This lawsuit concerns Promise Activ SuperShots for Blood Pressure (SuperShots for Blood Pressure 4-Pack and SuperShots for Blood Pressure Club 15-Pack). The lawsuit alleges that Defendant’s advertising misrepresented the benefits of consuming SuperShots for Blood Pressure and, specifically, whether the product helps control blood pressure and flush sodium. Defendant denies the allegations and stands behind and supports its product and the representations/advertising it made about the product.

3. Why is this a class action?

In a class action, one or more people called “Class Representatives” (in this case, James Slaughter) assert claims on behalf of people who have similar claims. All of these people are a “Class” and are “Class Members.” One court resolves the issues for all Class Members, except for those who exclude themselves from the Class.

4. Why is there a Settlement?

Both sides have agreed to a Settlement to avoid the cost and risk of a trial, and so that the people affected can get benefits, in exchange for releasing the Defendant from liability. The Settlement does not mean that the Defendant broke any laws, or otherwise did anything wrong, and the Court did not decide which side was right. The Class Representative and the lawyers representing him think the Settlement is best for all Class Members.

WHO IS IN THE SETTLEMENT?

To see if you are affected or if you can get benefits, you first have to determine whether you are a Class Member.

5. How do I know if I am part of the Settlement?

The Court decided that the Settlement Class includes all persons who have purchased, not for resale, SuperShots for Blood Pressure in the United States, including the District of Columbia, the territories and possessions of the United States, and/or the Commonwealth of Puerto Rico.

6. I’m still not sure if I’m included in the Settlement.

If you are not sure whether you are included in the Settlement Class, you may call (toll-free) (888) 330-1790 with questions.

THE BENEFITS – WHAT YOU GET

7. What are the benefits?

Defendant has agreed to place \$1,400,000 in a Settlement Fund, which will, among other things, fund monetary payments to Class Members submitting timely Claim Forms as follows:

Reimbursement For SuperShots for Blood Pressure 4-Pack Purchases

Each Class Member who timely submits a valid Claim Form will receive \$2.00 for each SuperShots for Blood Pressure 4-Pack package purchased on or after July 1, 2008, up to a maximum of eight (8) SuperShots for Blood Pressure 4-Pack packages per Class Member. If a Class Member submits both a valid Claim Form and receipts demonstrating the purchase of more than eight (8) SuperShots for Blood Pressure 4-Pack packages, he/she/it will receive \$2.00 for each SuperShots for Blood Pressure 4-Pack package purchased, up to a maximum of sixteen (16) SuperShots for Blood Pressure 4-Pack packages per Class Member. Only one person can make a claim for each package purchased.

Reimbursement For SuperShots for Blood Pressure Club 15-Pack Purchases

Each Class Member who timely submits a valid Claim Form will receive \$5.00 for each SuperShots for Blood Pressure Club 15-Pack purchased on or after July 1, 2008, up to a maximum of four (4) SuperShots for Blood Pressure Club 15-Packs per Class Member. If a Class Member submits both a valid Claim Form and receipts demonstrating the purchase of more than four (4) SuperShots for Blood Pressure Club 15-Packs, he/she/it will receive \$5.00 for each SuperShots for Blood Pressure Club 15-Pack purchased, up to a maximum of eight (8) SuperShots for Blood Pressure Club 15-Packs per Class Member. Only one person can make a claim for each package purchased.

Pro Rata Distribution of Funds

In the event that the payments to Class Members submitting valid claims, Class Counsel Fees and Expenses, Incentive Award and Settlement Costs exceed the total sum of \$1,400,000, the payments to Class Members shall be reduced on a pro rata basis so that in no event will the total payments made out of the Settlement exceed \$1,400,000.

Charitable Distribution

In the event that monies, including any accrued interest, remain in the Settlement Fund after payment of Class Counsel Fees and Expenses, Incentive Award, Settlement Costs and all monies owing Class Members who submitted valid Claim Forms, Unilever will contribute Unilever Products with a retail value equivalent to the remaining sum to non-profit organization(s), which organization(s) shall be agreed upon by the Parties and approved by the Court.

This is just a summary of the Settlement terms. More details and specific information are available in a document called the Settlement Agreement, which is available at www.supershotsbpsettlement.com.

8. What am I giving up in exchange for the Settlement benefits?

If the Settlement becomes final, Class Members will be releasing the Defendant and related people and entities from all of the claims described and identified in Section VII of the Settlement Agreement. The Settlement Agreement is available at www.supershotsbpsettlement.com. The Settlement Agreement describes the released claims with specific descriptions, in necessarily accurate legal terminology, so read it carefully.

HOW TO GET BENEFITS

9. How do I get the benefits of the Settlement?

If you are a Class Member, you need to complete a Claim Form and mail it to the address provided on the Claim Form. The current deadline for submitting Claim Forms is June 18, 2010. Copies of Claim Forms are available at www.supershotsbpsettlement.com. If you have any questions on how to complete the Claim Form or what information is needed, you can call the following toll-free number: (888) 330-1790.

Claim Forms will not be processed, and payments will not be issued, until after the Court holds the Final Approval Hearing. Please be patient, and feel free to check the website or call the phone number listed below for current status.

10. What if I do nothing?

If you do nothing, you will give up rights to be part of any other lawsuit against the Defendant about the legal claims released by the Settlement. However, you will not receive any of the benefits offered by this Settlement relating to reimbursement for past purchases of SuperShots for Blood Pressure.

EXCLUDING YOURSELF FROM THE SETTLEMENT

If you want to keep the right to sue or continue to sue the Defendant over the legal issues in this case, then you must take steps to get out of this Settlement. This is called asking to be excluded from – sometimes called “opting out” of – the Class.

11. If I exclude myself, can I get anything from this Settlement?

No. If you ask to be excluded, you cannot object to the Settlement and you will not receive any of the benefits of the Settlement. But you may sue, continue to sue, or be part of a different lawsuit against the Defendant in the future. You will not be bound by anything that happens in this lawsuit.

12. If I don't exclude myself, can I sue later?

No. Unless you exclude yourself, you give up the right to sue the Defendant for the claims that this Settlement resolves.

13. How do I get out of the Settlement?

To exclude yourself from the Settlement, you must send a letter by mail saying that you want to be excluded from *Slaughter v. Unilever United States, Inc.*, Case No. 09-CV-02702-WJM-CCC. Be sure to include: (1) your full name, current address and current telephone number; (2) the quantity, type and flavor of SuperShots for Blood Pressure product(s) purchased, the place of purchase and the approximate date of the purchase; (3) a clear statement that you wish to be excluded from the Class; and (4) your signature. You cannot ask to be excluded over the phone or via the internet. You must mail your exclusion request, postmarked no later than **March 19, 2010**, to each of the following Lead Class Counsel and Defendant's Counsel:

LEAD CLASS COUNSEL	DEFENDANT'S COUNSEL
James C. Shah Shepherd, Finkelman, Miller & Shah, LLP 475 White Horse Pike Collingswood, NJ 08107	Ronald J. Levine Herrick, Feinstein LLP 210 Carnegie Center Princeton, NJ 08540

The failure to comply with all of the above requirements for excluding yourself may result in your being bound by this Settlement.

THE LAWYERS REPRESENTING YOU

14. Do I have a lawyer in the case?

The Plaintiff and you have been represented by a number of lawyers and several law firms that have prosecuted this case together. The Court has appointed the following lawyer to represent you and other Class Members as “Lead Class Counsel”:

James C. Shah
Shepherd, Finkelman, Miller & Shah, LLP
475 White Horse Pike
Collingswood, NJ 08107

You will not be charged for these lawyers. If you want to be represented by another lawyer, you may hire one to appear in Court for you at your own expense.

15. How will the lawyers be paid?

Class Counsel, on behalf of themselves and a number of other lawyers who have worked on this case, will ask the Court for attorneys’ fees, costs, and expenses not to exceed thirty percent (30%) of the Settlement Fund. Class Counsel will also ask for a payment of \$2,000 for the Plaintiff who helped the lawyers on behalf of the entire Class by acting as a Class Representative. The Court may award less than these amounts.

OBJECTING TO THE SETTLEMENT

You can tell the Court if you don’t agree with the Settlement, or some part of it.

16. How do I tell the Court if I don’t like the Settlement?

You can object to the Settlement if you don’t like some part of it. You can give reasons why you think the Court should not approve it. To object, send a letter saying that you object to the Settlement in *Slaughter v. Unilever United States, Inc.*, Case No. 09-CV-02702-WJM-CCC. You must include: (1) your full name, current address, and current telephone number; (2) the type, quantity and flavor of the SuperShots for Blood Pressure product(s) purchased, the place of purchase and the approximate date of the purchase; (3) the reasons why you object and the factual and legal reasons for your objection (including all documents you wish to submit in support of your objection); (4) a detailed list of any other objections to any class action settlements you submitted to any court, whether State, Federal, or otherwise, in the United States in the previous five (5) years; (5) a Notice of Intention to Appear at the Final Approval Hearing if you intend to appear in person at the hearing; and (6) your signature. The objection must be filed with the Court on or before March 19, 2010 and mailed to Lead Class Counsel and Defendant’s Counsel at the below addresses and postmarked on or before March 19, 2010:

COURT	LEAD CLASS COUNSEL	DEFENDANT’S COUNSEL
Clerk of Court United States District Court District of New Jersey Martin Luther King Building & U.S. Courthouse 50 Walnut Street, Room 4015 Newark, NJ 07101	James C. Shah Shepherd, Finkelman, Miller & Shah, LLP 475 White Horse Pike Collingswood, NJ 08107	Ronald J. Levine Herrick, Feinstein LLP 210 Carnegie Center Princeton, NJ 08540

17. What's the difference between objecting and excluding myself?

Objecting is simply telling the Court that you don't like something about the Settlement. You can object only if you stay in the Class. Excluding yourself is telling the Court that you don't want to be part of the Class. If you exclude yourself, you have no basis to object because the Settlement no longer affects you.

THE COURT'S FINAL APPROVAL HEARING

The Court will hold a hearing to decide whether to approve the Settlement. If you have filed an objection on time, you may attend and ask to speak, but you don't have to.

18. When and where will the Court decide whether to approve the Settlement?

The Court will hold a Final Approval Hearing at 10:00 a.m. on Monday, April 19, 2010, at the United States District Court for the District of New Jersey, Courtroom 4B, Newark, NJ 07101. At this hearing, the Court will consider whether the Settlement is fair, reasonable, and adequate. If there are objections, the Court will consider them. Judge Martini will only listen to people who have asked to speak at the hearing (*See* Question 20 below). The Court will also decide how much to pay the lawyers representing Class Members and the Class Representative. After the hearing, the Court will decide whether to approve the Settlement. We do not know how long these decisions will take. You should monitor the website at www.supershotsbpsettlement.com to find out if any dates have changed and to learn if the Settlement has been approved by the Court.

19. Do I have to come to the hearing?

No. Lead Class Counsel will answer any questions Judge Martini may have, but you are welcome to come at your own expense. If you send an objection, you don't have to come to Court to talk about it. As long as you mail your written objection on time, the Court will consider it. You may also pay another lawyer to attend, but it's not required.

20. May I speak at the hearing?

You may ask the Court for permission to speak at the Final Approval Hearing. To do so, you must file a "Notice of Intent to Appear" in *Slaughter v. Unilever United States, Inc.*, Case No. 09-CV-02702-WJM-CCC. Be sure to include your name, address, telephone number, signature, and other requirements outlined in Question 16. Your Notice of Intent to Appear must be filed no later than **March 19, 2010**, postmarked no later than March 19, 2010 and sent to the addresses listed in Question 16. You cannot speak at the hearing if you exclude or have excluded yourself from the Class.

GETTING MORE INFORMATION

21. How do I get more information?

This notice summarizes the proposed Settlement. More details are in the Settlement Agreement. You can get a copy of the Settlement Agreement at www.supershotsbpsettlement.com. You may also write with questions to Slaughter v. Unilever Litigation, c/o Strategic Claims Services, P.O. Box 230, 600 N. Jackson Street, Suite 3, Media, PA 19063. You can also call the toll-free number, (888) 330-1790.