



NATIONAL PARK HOSPITALITY ASSOCIATION

NEWS

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PARK CONCESSIONERS NAME UNILEVER ICE CREAM FIRST PREFERRED VENDOR

Washington, DC (March 8, 2008) Unilever's Ice Cream Division was designated as the first-ever Preferred Vendor for the National Park Hospitality Association (NPHA), the organization representing businesses providing lodging, food, transportation and other key services to visitors to the national parks. The designation reflects a shared commitment of Unilever and NPHA to quality services and to support of the parks.

Unilever produces and distributes a variety of quality ice cream products, including Breyers, Good Humor, Ben and Jerry's and Popsicle brands. As a Preferred Vendor, all NPHA members have agreed to consider adding Unilever brands to current offerings, and to working with Unilever ice cream to identify and develop products that are good matches to in-park operations.

According to Joe Fassler, Chairman of NPHA, "Unilever is a trusted supplier to the hospitality business and is one of the longest and strongest corporate supporters of the national parks through the National Park Foundation. As a Preferred Vendor, Unilever will assist park concessioners in providing park visitors with top products at the right price. And as a result of this agreement, Unilever and NPHA will be able to provide additional financial support to priority park projects and programs."

Additional Preferred Vendors will be announced by NPHA soon. Details on the new support for national park programs and projects made possible by these arrangements will be announced later in 2008.

There are more than 600 concessioner operations in the 391 national park units. The tradition of partnership between parks and businesses committed to protecting these areas and providing quality services to visitors is more than 100 years old. Today, national park concessioners have 25,000 employees in the parks and provide more than half of all park visitors with goods and services. The \$900 million in annual economic activity produces tens of millions of dollars in resources to care for the parks. Concessioners also assist voluntarily in conducting many park interpretive and environmental protection efforts. Information on park concessioners is at www.parkpartners.org.