



PRESS RELEASE

LYONS TEA SET TO IMPROVE LIVELIHOOD AND WELFARE OF TWO MILLION TEA GROWERS

LYONS MAKES TEA MAKE A DIFFERENCE

Tuesday 29th July 2008: Two million people around the world are set to benefit from better crops, incomes and livelihoods as Lyons Tea leads the tea industry with its commitment to sourcing all its tea from sustainably managed plantations. This commitment will enable the long-term preservation of the tea plantations for future generations to work on, enjoy and benefit from.

Lyons Tea has committed to working with the Rainforest Alliance, an independent, international conservation organisation with 20 years of experience in developing and promoting sustainable standards in forestry, farming and tourism. Lyons Tea's Kenyan tea plantation was the first tea plantation in the world to earn the Rainforest Alliance Certified™ seal, meaning it meets comprehensive environmental and social standards. Half of the supply for Lyons Tea Original Blend tea bags in Ireland now comes from Rainforest Alliance Certified™ plantations.

Keith Farrell, Marketing Manager, Lyons Tea comments, "We are changing the way we source our tea to make sure that every cup of Lyons Tea will come from certified, sustainably managed farms. We are doing this because tea drinkers are increasingly concerned about the welfare of the people who produce their tea, as well as the environment in which it is grown. "

A tea farm can earn the right to use the Rainforest Alliance Certified™ seal provided they meet the comprehensive standards of the Sustainable Agriculture Network, whose members include the Rainforest Alliance and other leading conservation organisations. The standards cover protection of the environment, decent treatment of workers and sustainable farm management.

Keith Farrell continued, As farmers have been supported to reduce their costs and increase their productivity, this initiative can help to raise tea growers' income and give them a better quality of life. This means that by simply drinking a cup of Lyons

Tea, people are contributing in a small way to improving the lives of tea farmers and their families - up to two million people globally - as well as protecting the environment. So a cup of Lyons tea can help to make a difference for the tea growers, with no extra cost to the consumer or compromise on taste.”

Marcel Clement, European Marketing Manager for the Rainforest Alliance, comments: “The Rainforest Alliance Certified programme teaches farmers how to work better by making improvements in the way they farm. Farm owners and workers learn to reduce waste and eliminate pesticide use, protect the soil and waterways they depend upon, and produce better crops which can gain higher prices at market.”

At the Lyons Tea estate in Kericho, Kenya, free housing for workers and their families, free nursery and primary school education for their children, and employee welfare services such as clean water supplies, health centres and hospitals are provided. There are also strict guidelines on areas such as pest management, tree planting, and use of renewable sources, to ensure the long and sustainable life of the plantation.

Certification of Lyons Tea supplier plantations has already begun and half of the tea in Lyons Tea Original Blend tea bags comes from the Rainforest Alliance Certified™ plantations.

Following the certification of Kericho in June 2007, the assessment and certification of the further 450,000 independent plantations Lyons Tea sources its tea from in Kenya has begun, which is to be followed by tea farms and plantations in India and South East Asia.

The project involves thousands and thousands of tea growers around the globe and Lyons Tea is committed to going all the way. Lyons Tea Original Blend packs with 50% of tea from certified sources will be available in shops from July 2008; by 2010 the tea used in Lyons Original Blend will be fully Rainforest Alliance Certified™ and by 2012, all Lyons Tea will only come from farms that meet their standards.

Visit www.lyonstea.ie to see how the Lyons Tea journey progresses.

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Notes to the Editor:

About Rainforest Alliance

The Rainforest Alliance is an independent, non-profit organisation with 20 years experience in the development and promotion of standards in sustainable forestry, farming and tourism.

The Rainforest Alliance is a member of the Sustainable Agriculture Network, a coalition of NGOs in developing countries that has certified farms growing coffee, bananas, citrus, cocoa and other crops. Over all crops, more than one million farmers, farm workers and their families benefit from this collaboration. The programme includes small family farms, cooperatives and large plantations for a combined total area of 225,500 hectares.

The Rainforest Alliance Certified seal appears on products that comply with the standards of the Sustainable Agriculture Network and should not be confused with any other certification mark or label.

Only tea farms that meet specific and holistic standards balancing all aspects of production – including protecting the environment, the rights and welfare of workers and the interests of coffee growing communities – are awarded the Rainforest Alliance Certified seal. On Rainforest Alliance Certified farms, farm workers are treated with respect and have access to clean water, medical care and education for themselves and their families. Sustainable farming practices also help ensure that natural resources are conserved for future generations.

Each farm in the scheme is inspected by local experts at least once a year, and farms must continue to demonstrate progress in order to hold on to their certified status.

For more information visit www.rainforest-alliance.org.

About Unilever Ireland

Unilever Ireland is a wholly-owned subsidiary of Unilever plc and is responsible for the selling and marketing of a portfolio of leading food and home & personal care brands. Our portfolio includes brands such as Knorr, Lyons Tea, Flora, Hellmann's, HB ice cream, Persil, Surf, Domestos, Dove and Lynx.

For more information on Unilever Ireland please visit www.unilever.ie