

For Immediate Release

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AK Tweens Announces Dove® go fresh Deodorant and Matching Body Mist as Premier Sponsor of AllyKatzz Tween Town Hall Meeting

-AllyKatzz Tween Town Hall Meeting on UCLA's Campus, Westwood, CA
March 13, 2010 to Give Tween Girls a Voice -

New York, February 22, 2010- AK Tweens, the nation's leading tween girls' marketing/consulting firm and AllyKatzz.com, the largest COPPA compliant tween girl social networking site- today announced that Dove go fresh Deodorant and Matching Body Mist, manufactured by Unilever, has signed on as Premier Sponsor of both the First AllyKatzz Tween Town Hall Meeting scheduled for March 13, 2010 at the UCLA campus in Westwood, CA as well as a Premier Sponsor of the 2nd Annual AllyKatzz Tween Summit scheduled for October 10, 2010 in New York City.

Dove go fresh is a returning sponsor - having participated in the overwhelmingly successful Inaugural AllyKatzz Tween Summit in October 2009. "We could not be more pleased to have Dove go fresh Deodorant and Matching Body Mist as our Premier Sponsor," said Denise Restauri, the tween expert and CEO and Founder of both AK Tweens and AllyKatzz.com. "They were extremely enthusiastic when we launched our Summit so we are thrilled that they've decided to continue reaching out to tween girls through AllyKatzz. These events are FREE to girls because of the generosity and support of brands like Dove go fresh Deodorant and Matching Body Mist."

Dove's primary mission is to empower women and girls of all ages. "Dove go fresh Deodorant and Matching Body Mist is focused on helping girls find ways to overcome those sweat-inducing moments with self-confidence," says Jay Mathew, Marketing Director for deodorants at Unilever. "We are excited to be working with AllyKatzz to help give young girls a place to be heard, a chance to voice their opinions and an opportunity to better realize their confidence potential."

As the Premier Sponsor of the 2010 AllyKatzz Town Hall Meeting, Dove go fresh Deodorant and Matching Body Mist will host a "Don't Sweat the Tween Years" session for parents. Author and confidence expert, Rosalind Wiseman, will provide tips and advice to help parents inspire their tweens to feel confident, despite external stresses.

Parents that are unable to attend can visit www.DontFrettheSweat.com for tips from Rosalind and real life stories about how parents are transitioning their tweens into confident and self-reliant teens. The Web site is a great guide to sweat, kids and confidence.

ABOUT THE ALLYKATZZ TWEEN TOWN HALL MEETING

The FREE one-day only AllyKatzz Tween Town Hall Meeting will welcome 150 tween girls, ages 8-14, mainly from across California to UCLA's Hall of Fame. Scheduled to begin at 11:15am and end at 7pm, the day will encompass a keynote address that emphasizes the importance of tweens speaking up, taking action, and making a difference in their world, a hands-on "Meet & Greet" with the inaugural group of A.L.L.Y. Award winners- inspiring tween/teen girls and boys who are committed to changing the world by having formed their own non-profits, a chance to get active with some of UCLA's most awe inducing female athletes, an opportunity to spread goodwill through DenimMessaging™- (they'll bring in jeans to donate to the homeless and after turning them inside out the tweens will decorate the legs and custom hangtags with words of hope and inspiring phrases), and a chance to "Speak Up & Share" with the "Listening Panel"- a group of accomplished adults from media, entertainment, fashion, sports, etc. that want to know what tweens want. Throughout the day they'll also interact with some of the hottest tween celebrities and singers! To complement the Tweens' experience there is a Parent Track which will enhance and support what they are learning. For more information and to apply to attend the AllyKatzz Tween Town Hall Meeting visit <http://www.tweentownhallmeeting.com>

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SPONSORS: For more information on sponsorship packages, full day passes and other opportunities, contact Diane Light Waight, 1.770.316.0941 or diane@allykatzz.com.

PRESS: For more information or to register to attend the AllyKatzz Tween Town Hall Meeting please contact Kerry Gillick Goldberg of KGG Enterprises, LLC at 1.516.455.3179 or kerry.gillick.goldberg@gmail.com.

GENERAL INFORMATION: For general information on the AllyKatzz Tween Town Hall Meeting visit <http://www.allykatzz.com>, www.tweentownhallmeeting.com or email townhallmeeting@allykatzz.com.

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ABOUT AK TWEENS

AK Tweens is the leading consulting and marketing company that captures the thoughts and opinions of tweenage girls and is built around the country's largest COPPA compliant tween social networking site, AllyKatzz.com. 75,000 tweenage girl members come to AllyKatzz.com to share uncensored information about what's going on in their worlds: opinions, ideas, dreams, people, places, products and trends. AK Tweens is able to translate their thoughts and opinions from "tweenage chatter" into valuable feedback for companies seeking a more meaningful and beneficial relationship with the tween girl market.

About Dove

The Dove mission is to make women feel more beautiful every day by challenging today's stereotypical view of beauty and inspiring women to take great care of themselves. Dove, manufactured by Unilever, is the No. 1 personal wash brand nationwide. One in every three households uses a Dove product, which includes beauty bars, body washes, face care, anti-perspirant/deodorants, body mists, hair care and styling aids. Dove is available nationwide in food, drug and mass outlet stores.

About Unilever

Unilever's mission is to add vitality to life. We meet everyday needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of life. Each day, around the world, consumers make 160 million decisions to purchase Unilever products.

In the United States, the portfolio includes major brand icons such as: Axe, Ben & Jerry's, Bertolli, Breyers, Caress, Country Crock, Degree, Dove personal care products, Hellmann's, Klondike, Knorr, Lipton, Popsicle, Promise, Q-Tips, Skippy, Slim-Fast, Suave, Sunsilk and Vaseline. All of the preceding brand names are registered trademarks of the Unilever Group of Companies. Dedicated to serving consumers and the communities where we live, work and play, Unilever employs nearly 12,000 people in both the United States and Puerto Rico - generating nearly \$10 billion in sales in 2008. For more information, visit www.unileverusa.com.