



MEDIA RELEASE

NSW POLICE AND THE AUSTRALIAN CUSTOMS AND BORDER PROTECTION SERVICE PRAISED FOR COUNTERFEIT OMO SEIZURE

UNILEVER ALERTS CONSUMERS

17 October, 2012: Leading consumer goods company Unilever Australasia today praised the efforts of NSW Police (Police) and the Australian Customs and Border Protection Service in seizing 40 tonnes of counterfeit OMO laundry powder this morning in Sydney.

Customs Officers detained the shipment of laundry powder, packaged in nine-kilo square buckets and claiming to be “OMO” from China to stop it from entering the Australian market.

The material seized by authorities is part of an ongoing Police investigation into the importation and sale of counterfeit OMO laundry powder. Earlier this year, Police seized 33 tonnes of counterfeit OMO in similar packaging.

OMO is Unilever’s global laundry brand and has held a market leading position in the Australian market for decades.

Unilever Australia General Counsel Mary Weir said: “We would like to thank the NSW Police and the Australian Customs and Border Protection Service for their ongoing commitment to ensuring that consumers can buy well known and trusted brands like OMO with confidence.

“Unilever Australia would like to reassure all its OMO consumers that the product currently being distributed and sold in a range of pack sizes and marked as “Made in New Zealand” is genuine and guaranteed to perform in line with their expectations. Any consumers that may have inadvertently purchased counterfeit product in nine kilo square buckets are advised to return the product to the retailer and request a full refund” said Weir.

Police charges in relation to the alleged offences including attempted importation and sale are pending.

Consumers requiring further information should call the OMO Careline on 1800 225 508.

-ENDS-

For more information, please contact:

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About Unilever

Unilever works to create a better future every day. Our company helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.

Unilever is one of the world's leading fast-moving consumer goods companies, with strong local roots in more than 100 countries. Globally, Unilever has around 171,000 employees, and in 2011 generated annual sales of €46.5 billion. In Australasia, Unilever employs more than 1,600 people, and has offices and manufacturing facilities throughout Australia and New Zealand.

Unilever's portfolio features some of the world's best-known household names. In Australasia, our name brands include Flora, Lipton, Bushells, Dove, Rexona, Vaseline, Omo, Surf, Continental, Chicken Tonight and Streets.

The Unilever Sustainable Living Plan is our commitment to developing new ways of doing business that will drive sustainable growth. Our ambition is to decouple our growth from our environmental impacts across the full lifecycle of our products. We are also committed to increasing the positive social impact of our business and our brands. All of these goals are itemised in 26 time-based commitments in the Australian and New Zealand Unilever Sustainable Living Plan.

Unilever has led the Food Producers sector in the Dow Jones Sustainability World Indexes for 13 consecutive years. We are included in the FTSE4Good Index Series and attained a top environmental score of 5, leading to inclusion in the FTSE4Good Environmental Leaders Europe 40 Index. In 2011 Unilever led the Climate Counts Company Scorecard and was named #1 in the list of Global Corporate Sustainability Leaders according to the latest survey findings from GlobeScan Inc. and SustainAbility Ltd.

For more information about Unilever and its brands, please visit www.unilever.com.au