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**Degree Men and Soccer United Marketing Enter  
Long-Term Partnership Inclusive of the Mexican National Team and  
Major League Soccer Properties**  
*Partnership Kicks Off With Festivities Surrounding the Mexican National Team Tour  
Game in Dallas and Te Reto Skills Challenge starting on September 29*

GREENWICH, CT., September 28, 2009 – Degree Men announced today it has entered into a multi-year partnership with Soccer United Marketing (SUM), the preeminent soccer business company in North America, making Degree Men the Official Antiperspirant/Deodorant of the Mexican National Team (MNT) and Major League Soccer (MLS). The partnership will kick off on Tuesday, September 29 with the Degree Te Reto skills challenge and continues with various festivities and on-site activation surrounding the Mexican National Team's tour game on Wednesday, September 30 at the Cotton Bowl in Dallas, TX. Each event will be an exciting opportunity for fans to celebrate the game and let them know that whatever challenge they may be facing, Degree Men won't let them down.

"We are thrilled to be part of this first-ever sponsorship opportunity with Soccer United Marketing. This is a step forward in our efforts to connect more closely with the Hispanic community and provide men the protection they need whether they are enjoying a friendly neighborhood game or simply watching their favorite soccer team from the stands, without having to worry about sweat and odor," said Jay Mathew, Marketing Director, Degree Men. "The Always Take on the Challenge campaign is a truly integrated program that will allow soccer fans nationwide the opportunity to meet their favorite athletes and win tickets to highly coveted soccer games, as well as other great Degree Men branded prizes."

"We would like to welcome Degree Men as sponsors of MLS and the Mexican National Team," said Kathy Carter, Executive Vice President, Soccer United Marketing. "Degree Men's commitment and support of the sport of soccer gives our fans the opportunity to always take on the challenge and experience the 'beautiful game' in the United States."

***Always Take on the Challenge***

The *Always Take on the Challenge* campaign will kick off with the skills challenge event on Tuesday, September 29 at Grauwlyer Park, 7780 Harry Hines Blvd. in Dallas from 11:00 a.m. to 1:00 p.m. CT. During the event former MNT players Jorge Campos and Luis "Matador" Hernandez will face other surprise celebrity athletes in a one-on-one round of tricks to outdo each other and win \$10,000 for a local Dallas charity.

Fans in attendance will be able to take part in an array of exciting activities including the opportunity to showcase their fanaticism by showing up in their best MNT gear and win the chance to judge the surprise celebrity athletes participating in the challenge. Additionally, winners will receive a Degree Men gift basket that includes a soccer ball autographed by MNT players and legends.

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### **Mexico vs. Colombia International Game**

Degree Men will continue its partnership celebration during the international match between Mexico and Colombia on September 30. The game, starting at 8:30 p.m. CST, will take place at the Cotton Bowl as part of the annual Texas State Fair.

### **Concert Event**

Hours prior to the soccer match on September 30, Degree Men is also sponsoring a free concert event featuring the popular Mexican Duranguense music group, Conjunto Atardecer, which starts at 5:30 p.m. CST at Futbol Fiesta, the official Mexican National Team U.S. Tour interactive fan zone located just outside the Cotton Bowl and on the grounds of the Texas State Fair.

The *Always Take on the Challenge* campaign will continue with different promotions and giveaways throughout various U.S. cities for the remainder of the Major League Soccer 2009 season including participation with the Socio MLS program and local league sampling efforts. The campaign will continue to be expanded into the 2010 season.

For information on the Degree Men soccer YouTube video contest, please visit us at [www.Degreefutbol.com](http://www.Degreefutbol.com) starting on September 29.

For more information about the Always Take on the Challenge campaign and to build your own story with digital assets please visit us at [www.Degreefutbolnews.com](http://www.Degreefutbolnews.com) starting on September 29.

### **About Degree**

Degree Men invisible solid's body responsive formula releases extra protection when it's needed most so men can take those risks in life that make it worth living. Men can feel confident about the effective level of protection of Degree Men - especially when their adrenaline is pumping during make or break soccer moments - Degree won't let them down! Degree is available in food, drug, mass outlet, club and value stores nationwide. For more information, please visit [www.degreemen.com](http://www.degreemen.com).

### **About Soccer United Marketing**

Founded in 2002, Soccer United Marketing (SUM) is the preeminent soccer business company in North America. SUM holds the exclusive rights to the most important soccer properties in the region, including: all commercial rights to Major League Soccer; the United States Soccer Federation; promotional and marketing rights to Mexican National Team games played in the United States; the marketing and promotion of the CONCACAF Gold Cup™, and marketing, promotional and broadcast rights to the prestigious eight-team Mexican club tournament - InterLiga™. SUM also manages promotional and marketing rights in the United States for Mexico's most popular sports team, Club Deportivo Guadalajara (Chivas).

In addition, SUM created SuperLiga, the innovative professional tournament between MLS and Mexico's First Division clubs that debuted in 2007, as well as the Pan-Pacific Championship, an international soccer tournament that crowns the top club from the Pan Pacific region. In 2008 SUM entered into a long term partnership with FC Barcelona which includes tours of the legendary Spanish club. These global properties are represented by SUM's slogan: One Sport. One Company.™ For more information, please visit [www.SUMworld.com](http://www.SUMworld.com).

### **About Major League Soccer**

Headquartered in New York City, Major League Soccer is the top-flight professional soccer league in the United States and Canada. MLS features many stars from the U.S., Canada, and around the world. MLS kicked off its 14th season on March 19, and will feature 15 teams each playing 30 regular season matches. They include Chicago Fire, Colorado Rapids, Chivas USA, Columbus Crew, D.C. United, FC Dallas, Houston Dynamo, Kansas City Wizards, Los Angeles Galaxy, New York Red Bulls, New England

Revolution, Real Salt Lake, San Jose Earthquakes, Toronto FC and, in its inaugural season, Seattle Sounders FC. The Philadelphia Union will debut in 2010, while expansion teams in Vancouver and Portland will debut in 2011. For more information about MLS, log on to the League's official website at [www.MLSnet.com](http://www.MLSnet.com).

**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](http://www.unileverusa.com).

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