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**BRAZILIAN SPIRIT UNLEASHED IN DURAN DURAN'S HIT SONG, "RIO"**  
***Nicole from The Pussycat Dolls and Caress® Body Wash***  
***Release New Brazilian Inspired Remake***

GREENWICH, CT., April 8, 2008 – Nicole from The Pussycat Dolls releases a new Brazilian inspired remake of Duran Duran's hit song, "Rio," to celebrate the launch of Caress® Brazilian Exotic Oil Infusions body wash. "Rio (Caress Brazilian Mix)" encourages women to unleash their sensuous sides, vivacious charm and Brazilian spirits. The new song debuted at caressbrazilian.com on Tuesday, April 8<sup>th</sup> and will shortly be hitting the airwaves nationwide.

Nicole Scherzinger, an exotic beauty who embodies the same enchantment and vivaciousness of Brazil, was a natural pick for the song's remake. The new song "Rio (Caress Brazilian Mix)" is bursting with the energy and colorful sounds of Brazil. "Rio (Caress Brazilian Mix)" was produced by Ron Fair and JR Rotem with additional production and mix by Ben H. Allen. First released in 1982, Duran Duran's original version of "Rio" climbed the charts to become a top twenty hit around the world, with the video becoming an MTV staple.

"Brazil is all about smooth moves, vivacious sounds and beautiful skin," says Scherzinger. "That's why I'm thrilled to be recording such a fun, Brazilian remake of my favorite Duran Duran song for Caress. Just like the new Caress Brazilian body wash, it's sexy, spirited and will inspire women to unleash the enchantment of Brazil."

Duran Duran's front-man Simon LeBon added "When we were first approached about Nicole doing a version of 'Rio' for this campaign, we thought it was the perfect fit. She's exotic and beautiful and embodies everything that inspired the original version. Because it's one of our signature songs very few people have covered it over the years, so it has been great for us to hear a new interpretation."

***Unleashing the enchantment of Brazil***

Just like Nicole, women everywhere can unleash their Brazilian spirit with Caress® for a chance to win a trip to Brazil. Visit caressbrazilian.com to download the new hot song, "Rio (Caress Brazilian Mix)" and submit a video (or create one online) that shows how to live out the charm, vivaciousness and spirit of the country. Thirty finalists will win exciting prizes such as: spa treatments, iPods with Brazilian music or a year supply of Caress®\*. To help get everyone into the Brazilian spirit, they can also request free samples of the new Caress® Brazilian Exotic Oil Infusions body wash at the website (while supplies last).

***Discovering the beauty of Brazil with Caress Brazilian Exotic Oil Infusions***

Caress® Brazilian Exotic Oil Infusions body wash enlivens skin with the vivacious charm and spirit of Brazil, while capturing the magnificence of exotic oils in a body wash. The unique fusion of cream and oil, with a blend of sweet passion flower cream and acai fruit oil silken the skin, leaving a luscious, irresistible sheen. The açai berry, found in the palm trees of the Amazon, is known for its antioxidant properties and energizing essence. Caress® Brazilian Exotic Oil Infusions body wash is available at food, drug and mass retailers nationwide (15 oz. SRP \$4.29). It is also available in Moroccan and Japanese variants.

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### **About Nicole from The Pussycat Dolls:**

Nicole Scherzinger is the lead singer for The Pussycat Dolls, whose album PCD has sold over 7 million copies worldwide, spawned five hit singles and a Grammy nomination. She has been involved with performing arts through singing, acting and dancing from a very young age and is currently in the studio, prepping for the next Pussycat Dolls album, coming later this year.

### **About Duran Duran:**

During an illustrious career spanning three decades, British super-stars Duran Duran have remained at the forefront of popular music, consistently pushing the creative envelope and breaking new ground. Since their inception, the band have sold over 70 million albums, recorded countless hit records, received numerous accolades, and have been presented with no fewer than five prestigious "Lifetime Achievement" awards since 2002 (MTV Video Music Award, Q Magazine, The BRITS, Ivor Novello, Spanish Ondas). With global recognition that guarantees them huge concert audiences on five continents, Duran Duran have enjoyed worldwide hits with classics such as "Rio," "Hungry Like the Wolf," Ordinary World, "(Reach Up For The) Sunrise", 'A View to a Kill' (the only Bond theme to reach #1 in the US) and "Save a Prayer to name but a few. On their latest release, 'Red Carpet Massacre', the band have collaborated with top producers Timbaland and Nate 'Danja' Hills, alongside the reigning king of pop, Justin Timberlake. Duran Duran are currently on tour, heading to the US at the end of the month, in support of their new record.

### **About Caress:**

Caress®, the beauty brand known for products that leave skin silky soft and smooth, offers an exceptional variety of moisturizing beauty bars and body washes that embrace the playful side of beauty. A global Unilever brand and trusted name for more than 30 years, Caress® is the fastest growing women's body wash in the market. Caress is available in food, drug, mass outlet, club and value stores nationwide. Visit [www.caressskin.com](http://www.caressskin.com) for more information.

### **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, "all," 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, Snuggle, Suave, Sunsilks 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 more than 14,000 people in both the United States and Puerto Rico – generating nearly \$11 billion in sales in 2007. For more information, visit [www.unileverusa.com](http://www.unileverusa.com).

\*No purchase necessary. One year supply equals 12 bottles or 1 bottle/month. Void where prohibited. Contest ends May 19, 2008. For official rules, please visit [www.caressbrazilian.com](http://www.caressbrazilian.com)

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