



salonselectives®

# ★ POPSTARS BOY MEETS GIRL™

UNILEVER TO SPONSOR "POPSTARS- BOY MEETS GIRL"

FOR IMMEDIATE RELEASE

(TORONTO-August 29, 2001)

**Lone Eagle Entertainment Ltd.** is pleased to announce that Unilever, one of the world's largest consumer product companies, has agreed to become the Title Sponsor of "Popstars - Boy Meets Girl", under their Salon Selectives Brand.

"Popstars - Boy Meets Girl" is a 13-episode, half-hour Canadian primetime series, airing in March 2002 on Global Television which chronicles the real-life selection, creation and development of a male/female recording act. Viewers from across Canada will tune in each week to witness the tears, fears, laughter and hard work of girls and guys competing for the chance to be Canada's first guy/girl pop supergroup.

"This is a natural fit for the recently reinvented Salon Selectives line of hair products. As a young, cool and fun brand we see this partnership as a unique opportunity to

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showcase the Salon Selectives Brand,” says Sharon MacLeod, Brand Manager of Salon Selectives Canada. “Working with Lone Eagle Entertainment as the Title Sponsor is going to be exciting as they are the creator of a hit television program and we’ve got a hit brand with Salon Selectives.”

“We are very pleased to be associated with Unilever as our Title Sponsor and we view the Salon Selectives Brand as a great fit with our property,” says Tom Powers, Vice President of Business Development at Lone Eagle Entertainment. “Unilever’s commitment to Lone Eagle and Popstars is extremely gratifying to us and helps ensure that we will have another hit on our hands.”

“**Popstars: Boy Meets Girl**” is a hit television concept owned and produced by Lone Eagle Entertainment. Lone Eagle Entertainment is a Toronto based production company that creates and produces highly rated, market-driven programming.

In 1996, Helene Curtis was acquired by Unilever, one of the world’s largest manufacturers of consumer products and packaged goods whose personal care products include: *Lever 2000, Dove, Pond’s, Vaseline Intensive Care Lotion, Q-tips cotton swabs and cotton balls*. Since 1930, Helene Curtis has enjoyed success as a leader and innovator by creating many of the biggest brands in the hair care industry. Today, the Helene Curtis name appears on the popular *Salon Selectives, ThermaSilk* and *Finesse* brands. In Canada, Unilever sales are in excess of \$1.6 billion. It employs approximately 3500 people and has offices and manufacturing sites in 4 Provinces: Alberta, Ontario, Québec and Newfoundland.

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