



Carrotmob/Unilever Zero Ozone Depleting Emission Freezer Backgrounder

Carrotmob (“Carrotmob”) and Unilever (“Company”) have agreed to the following:

1. Company shall, for every two (2) percent (%) increase in the average attendance at the Carrotmob event on Saturday October 6, 2012 (“Event”), install one (1) new energy efficient freezer in Pasadena’s Fresh and Easy retail outlet selected to host the Event up to a total of five (5) energy efficient freezers. Parties shall calculate such two (2) percent (%) increase based on the following metric:
 - i) the total increase in the number of patrons inside the F&E retail outlet for the designated hours of the event as compared to the average number of patrons for similar date(s) and hour(s) of the Event over the preceding twelve (12) calendar months.