

ALBERTO-CULVER USA, INC.
800 Sylvan Avenue
Englewood Cliffs, NJ 07632

February 17, 2012

VIA CERTIFIED MAIL – RETURN RECEIPT REQUESTED

City of Jonesboro, Arkansas
515 W. Washington Avenue
Jonesboro, AR 72401
Attention: Mayor

Re: 2407 Quality Way, Jonesboro, Arkansas

Dear Sir or Madam:

We are sending this letter in connection with that certain Lease and Agreement dated as of June 8, 2007, by and between the City of Jonesboro, Arkansas, as lessor, and Alberto-Culver USA, Inc., a Delaware corporation ("Culver"), as lessee (the "Lease"), for the premises located at 2407 Quality Way, Jonesboro, Arkansas. The purpose of this letter is to provide you with written notice pursuant to the terms of the Lease that effective as of April 1, 2012 (the "Effective Date") Culver will assign its interest as lessee under the Lease, through a series of transactions between affiliated entities, to Unilever Manufacturing (US), Inc., a Delaware corporation.

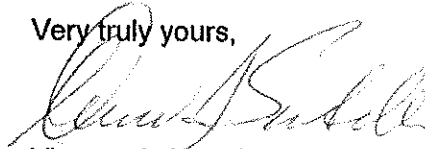
As of the Effective Date, please send any notices to tenant as required under the Lease to:

Unilever Manufacturing (US), Inc.
2900 W. Truman Blvd.
Jefferson City, MO 65109
Attn: President

with a copy to: Unilever - Law Department
800 Sylvan Avenue
Englewood Cliffs, NJ 07632
Attn: General Counsel

If you have any questions, please feel free to contact me at (201) 894-4632.

Very truly yours,



Vincent J. Santella

cc: Jacqueline Ross
Sharyn R. Yoshimi