

Dove Renews Commitment as Title Sponsor of the 2007 Gracie Awards

April 16, 2007 (McLean, VA) – Today, American Women in Radio and Television (AWRT) announced that Dove[®], the global beauty brand, will return as the title sponsor of the Gracie Awards, which is celebrating its 32nd Anniversary on June 18, 2007 at the New York Marriott Marquis.

For more than 30 years, the Foundation of AWRT has been a leader in celebrating and honoring programming created for women, by women and about women, as well as individuals who have made exemplary contributions to the industry. The Gracies strive to encourage the realistic and faceted portray of women in entertainment, commercials, news, features and other programs. The Gracies Gala brings together industry luminaries, broadcasting and cable professionals, and students who gather in New York to celebrate the outstanding achievement of their colleagues and peers.

Commented AWRT President, Maria E. Brennan, CAE, “We deeply value our relationship with Dove as we enter our third year of collaboration. It is our joint mission to celebrate women as they exist; multi-faceted, accomplished and wholly beautiful.”

In conjunction with the 32nd Annual Gracies, AWRT will be presenting the Dove Real Beauty Award to an AWRT member who embodies both “substance and spirit” in defining and expressing real beauty through her work. The honoree is being designated by AWRT and Dove leadership and will be bestowed at the Gracies Gala on June 18, 2007.

“The support from members of AWRT has been invaluable to the continued success of the Campaign for Real Beauty,” said Kathy O'Brien, Dove marketing director. “Together we have generated awareness for the mission of widening society's narrow definition of beauty and inspired important dialogue paving the way for positive change.”

For more information about the 2007 Gracies, please visit www.awrt.org. For more information about Dove and the campaign, please visit www.campaignforrealbeauty.com.

About AWRT: The year 2007 marks the 56th Anniversary of American Women in Radio & Television (AWRT), the longest established professional association dedicated to advancing women in media and entertainment. AWRT carries forth its mission by educating, advocating and acting as a resource to its members and the industry at large. Founded in 1951, AWRT works to improve the quality of electronic media; promote the entry, development and advancement of women in the field; foster communication and idea exchange; and give back to the community we serve.

About The Foundation of AWRT: The Foundation of AWRT is the philanthropic arm of American Women in Radio and Television, supporting educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Foundation of AWRT has created partnerships and joint-initiatives with the National Middle School Association, the Emma Bowen Foundation, the American Red Cross and other organizations that are philosophically aligned with the mission of the Foundation of AWRT. The Foundation supports several public service campaigns including most recently *AWRT Empowering America* which pays tribute to many of America's most pioneering and inspiring women. Through this initiative, the Foundation of AWRT has adopted needy urban middle schools around the country and provided educational donations derived from collateral based on the *Empowering America* program. The Foundation also produces nationally acclaimed recognition programs including the Gracie Allen Awards[®], a live, New York-based gala that awards exemplary programming created for, by, and about women.

About the Campaign for Real Beauty: The Dove Campaign for Real Beauty is a global effort that is intended to serve as a starting point for societal change and act as a catalyst for widening the definition and discussion of beauty. Employing various communication vehicles – advertising, a Web site, billboards, events and a Self-Esteem Fund – the campaign will invite women to join in the discussion about beauty and share their views of it with women around the world.

About Dove : Dove's mission is to make women feel more beautiful every day by challenging today's stereotypical view of beauty and inspiring women to take great care of themselves. Dove, manufactured by Unilever Home and Personal Care, is the No. 1 personal wash brand nationwide. One in every three households uses a Dove product, which includes beauty bars, body washes, face care, anti-perspirant/deodorants, hair care and styling aids. Dove is available nationwide in food, drug and mass outlet stores.