EXHIBIT A

ALBERTO CULVER SETTLES SHAREHOLDER LAWSUIT

Board agrees to ratchet back protections tied to acquisition by Unilever and is amenable to Superior Proposals; Shareholders represented by law firms Grant & Eisenhofer and Bernstein Litowitz.

WILMINGTON, DE (November 29, 2010) – A group of institutional shareholders of Alberto-Culver Company have reached an agreement with the beauty care company stemming from its proposed acquisition by Unilever (NYSE: UN).

Alberto Culver (NYSE: ACV) has agreed to alter key features of its acquisition agreement with Unilever that shareholders had asserted prohibited enhanced value from competing bidders.

As part of the settlement, Melrose Park, IL-based Alberto Culver will:

1) eliminate the matching rights it had granted to Unilever;
2) lower any break-up fee the company may be obliged to pay by $25 million to $100 million; and
3) be prepared to promptly provide any superior bidder with the same confidential documents that had been shared with Unilever.

In addition, Alberto Culver will amend its proxy statement to provide shareholders with substantially more information about the proposed transaction and process, and will postpone a scheduled shareholder vote on the Unilever proposed transaction until December 17, 2010, to give shareholders more time to analyze the transaction and also potential suitors more time to consider a higher bid.

The shareholder group is led by Oklahoma Firefighters, City of Riviera Beach, Laborers Local 235 and KBC Asset Management. They are jointly represented by leading shareholder and corporate governance law firms Grant & Eisenhofer, PA and Bernstein Litowitz Berger & Grossmann LLP.

The lawsuit, filed in Delaware Chancery Court, alleged that Alberto Culver had negotiated only with Unilever and had neither sought out other bids nor had canvassed the market to determine that the proposed transaction was the best deal available for shareholders. Moreover, shareholders asserted that the Unilever transaction was sufficiently locked up at the time of its announcement that other potential bidders were effectively precluded from proposing a superior offer for the beauty company.

Stuart Grant, co-managing director of Grant & Eisenhofer and co-lead counsel for plaintiffs explained: "This settlement removes the barriers to any potential acquirer who wants to put forth a superior bid. The matching rights are gone, the break-up fee is now within the realm of reasonableness, sufficient time is allotted for consideration of such a bid, and the board has a fiduciary duty to consider a bid that qualifies as a superior bid under the merger agreement. If there is a better bid out there, it should emerge and Alberto Culver shareholders will have a chance to evaluate it."

Co-lead counsel Mark Lebovitch, a partner with Bernstein Litowitz, added, "Our clients achieved what they set out to do. We believed that Alberto Culver's board did not provide an adequate level of confidence that they had achieved the best deal for the shareholders. This settlement does just that."

The settlement is still subject to approval by the Delaware Court of Chancery. If approved, it will resolve all litigation concerning the sale of Alberto Culver.

Note: Grant & Eisenhofer P.A. represents institutional investors in securities class actions, corporate governance actions and derivative litigation. The firm has recovered approximately $12.5 billion for shareholders in the last five years and was cited by RiskMetrics for securing the highest average investor recovery in securities class actions of any U.S. law firm in 2008. Grant & Eisenhofer has been named one of the country's top plaintiffs' law firms by the *National Law Journal* for the past five years. The firm also represents plaintiffs in antitrust and False Claims Act litigation. For more information, visit www.gelaw.com.

Bernstein Litowitz Berger & Grossmann LLP prosecutes class and private actions nationally on behalf of individual and institutional clients. Since its founding in 1983, the firm has obtained many of the largest investor recoveries on record and achieved precedent-setting corporate governance reforms for clients. For more, visit www.blbglaw.com.