



FOR IMMEDIATE RELEASE

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GRAB THE NUTRITION, NOT THE FAT

Farmland Dairies Launches Special Request™ Skim Plus® 12 Ounce Fat Free White and Chocolate Milk in Convenient Grab-N-Go Bottles

WALLINGTON, NJ (April 15, 2008) – Farmland Dairies™, the makers of the nationally recognized Special Request™ Skim Plus® line of fortified milk products, the number one selling enhanced milk in the New York Metropolitan area, today announced the launch of its new Special Request Skim Plus® fat free white and chocolate milk products in 12 ounce plastic grab-n-go bottles.

Farmland Dairies' Special Request Skim Plus® fat free white and chocolate milk products in 12 ounce plastic grab-n-go bottles are made from 100 percent real cow's milk and contain no artificial hormones or antibiotics. Delicious, creamy and fortified in vitamins A and D, Special Request Skim Plus® 12 ounce grab-n-go bottles are 100 percent fat free and contain 37 percent more protein and 34 percent more calcium than whole milk. Additionally, Special Request Skim Plus® 12 ounce grab-n-go bottles are an excellent source of phosphorus and Vitamin B2 for strong bones and energy.

“We are excited to launch our new grab-n-go Skim Plus® 12 ounce fat free white and chocolate milk bottles,” said Martin Margherio, chief executive officer of Farmland Dairies. “People are constantly on-the-go. As a result, many times they are forced to grab food and beverages without a nutritional benefit. Now, there is a fat free dairy option that is delicious, creamy and fortified with protein, calcium and vitamins in a convenient on-the-go bottle.”

Special Request Skim Plus® fat free white and chocolate milk products are available in 12 ounce plastic grab-n-go bottles are available in supermarket, convenience store, pharmacy and corporate cafeteria dairy cases throughout New York, New Jersey, Pennsylvania, Connecticut, Massachusetts, Rhode Island, Delaware, Virginia, Maryland, Georgia and Florida beginning in April. Special Request Skim Plus® fat free white and chocolate milk products have a suggested retail price of \$1.49

For more information on Farmland Dairies' Special Request Skim Plus® fat free milk products in 12 ounce grab-n-go bottles, please call 1-888-727-6252 or visit www.farmlanddairies.com.

About Farmland Dairies LLC

For over 90 years, Farmland Dairies LLC has produced delicious and nutritious fresh and fortified milk products including nationally recognized Special Request™ Skim Plus®. Since 1995, Farmland Dairies' products have been 100 percent rBST free and can be found in dairy cases throughout New York, New Jersey, Pennsylvania, Connecticut, Massachusetts, Rhode Island, Delaware, Virginia, Maryland, Georgia and Florida. Farmland Dairies is also the producer of Welsh Farms, Parmalat and Lil' Milk dairy products. An industry leader in food safety, Farmland Dairies is the largest Hazard Analysis and Critical Control Point (HACCP) certified milk processing plant in the United States. Martin Margherio is the chief executive officer of Farmland Dairies LLC, which has state-of-the-art production facilities in Wallington, New Jersey and Grand Rapids, Michigan. For more information on Farmland Dairies products, please call 1-888-727-6252 or visit www.farmlanddairies.com.

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