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Contact(s): Brian M. Lowe
BML Public Relations
973/337.6395 (Direct)
blowe@bmlpr.com

NOW, THERE IS PLENTY OF TIME FOR NUTRITION

*Farmland Dairies Launches Convenient 14 Ounce Single-Serve Milk and Orange Juice Products
for People On-the Go*

WALLINGTON, NJ (April 15, 2008) – Farmland Dairies™, the makers of the 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 14 ounce plastic single-serve whole white, chocolate and lowfat strawberry milk and orange juice products.

An excellent source of calcium, phosphorus and vitamins A, D and B2 for strong bones and energy, Farmland Dairies' 14 ounce plastic single-serve whole white, chocolate and lowfat strawberry dairy products are made from 100 percent real cow's milk and contain no added artificial hormones or antibiotics. A great source of vitamin C, Farmland Dairies' 14 ounce plastic single-serve orange juice is 100 percent pure premium juice, not from concentrate. Farmland Dairies' 14 ounce single-serve milk and orange juice products are delicious, nutritious and conveniently packaged in easy to drink, pour and carry plastic bottles for people on-the-go.

“We are excited to launch our new 14 ounce plastic single-serve milk and juice products,” said Martin Margherio, chief executive officer of Farmland Dairies. “In this day and age, people are constantly on-the-go, both personally and professionally. As a result, we believe these products will be a success due to a combination of convenience, taste and nutritional benefit versus other empty calorie beverage options currently on the market. Now, people can get the nutritional benefit from dairy and juice products without sacrificing the time.”

Farmland Dairies' 14 ounce plastic single-serve whole white, chocolate and lowfat strawberry milk and orange juice single-serve products have a suggested retail price of \$1.39 and are currently available in local supermarket dairy cases throughout New York, New Jersey, Pennsylvania, Connecticut, Massachusetts, Rhode Island, Delaware, Virginia, Maryland, Georgia and Florida.

For more information on Farmland Dairies' 14 ounce plastic single-serve products, 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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