



**FOR IMMEDIATE RELEASE**

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**NEW FAT FREE HALF & HALF IS  
THE MOST NATURAL ON THE MARKET**

*Farmland Dairies Launches New Special Request™ Skim Plus® Fat Free Half & Half*

**WALLINGTON, NJ (October 29, 2009)** – Farmland Dairies™, the makers of the Special Request™ Skim Plus® line of fortified milk products, the #1 selling enhanced milk in the New York Metropolitan area, today announced the launch of its new Special Request™ Skim Plus® Fat Free Half & Half, the most natural fat free half and half product currently available on the market.

Farmland Dairies' new Special Request™ Skim Plus® Fat Free Half & Half is a rich and creamy, delicious, fat free alternative for coffee or any recipe that calls for cream. Made from more natural ingredients compared to other fat free half and half products on the market, Special Request™ Skim Plus® Fat Free Half & Half contains 100 percent real cow's milk, no added artificial hormones or antibiotics, has zero fat and less calories than regular half and half.

"We are excited to launch this innovative new product," said Martin Margherio, chief executive officer of Farmland Dairies. "Our new fat free half and half is made from simple, more natural ingredients such as milk, fat free milk and vitamins A and D3. It is the most natural fat free half and half product available on the market, and unlike the category leader, we use healthy ingredients. We know our customers will love its creamy, delicious taste and fat free health benefit."

Now available in quart size (946 mL) containers, Farmland Dairies' new Special Request™ Skim Plus® Fat Free Half & Half carries a suggested retail price of \$2.99 and can be found in supermarket and convenience store dairy cases throughout New York, New Jersey, Connecticut and Pennsylvania.

For more information on Farmland Dairies' new Special Request™ Skim Plus® Fat Free Half & Half, please call 1-888-727-6252 or visit [www.farmlanddairies.com](http://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 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. Farmland Dairies is also now proud member of GRUPO LALA (U.S. subsidiary, National Dairy, LLC). LALA is a leader in the dairy industry, and the largest producer of milk and dairy products in Mexico and Central America. For more information on Farmland Dairies products, please call 1-888-727-6252 or visit [www.farmlanddairies.com](http://www.farmlanddairies.com).

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