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FARMLAND DAIRIES ANNOUNCES FIRST FAT FREE, FIBER FORTIFIED MILK PRODUCT IN NORTH AMERICA

Company Extends Its Special Request Product Line with the Launch of New Skim Plus Fiber and Skim Plus Omega-3 with CoQ10

WALLINGTON, NJ (October 5, 2010) – Farmland Dairies™, the makers of the Special Request™ Skim Plus® line of fortified dairy products, the number one selling enhanced milk in the New York Metropolitan area, today announced the extension of its Special Request Skim Plus line of fortified milk products with the introduction of Skim Plus Fiber, the first fiber fortified fat free milk product in the country, and Skim Plus Omega-3 with CoQ10 (Coenzyme Q10).

New Special Request Skim Plus Fiber and Skim Plus Omega-3 with CoQ10 are made from 100 percent real cow's milk and contain no added artificial hormones or antibiotics. Both are delicious, creamy, fat free milk products that contain 37 percent more protein, 34 percent more calcium than whole milk and are an excellent source of Phosphorus, Vitamin B2 and Vitamin D for strong bones and energy.

“We are excited to announce new Skim Plus Fiber and Skim Plus Omega-3 with CoQ10 to our innovative line of fortified milk products,” said Martin Margherio, president of Farmland Dairies. “Today, consumers are looking for products with an added health benefit. As these new products offer digestive and heart health benefits respectively, we are confident that our customers will love the creamy, delicious taste and fortified nutrition.”

Special Request Skim Plus Fiber

New Special Request Skim Plus Fiber is fortified with prebiotic fiber, which supports probiotics – the good bacteria that may help the digestive tract run smoothly to support the body's natural defenses. Skim Plus Fiber contains 2.5 grams of fiber per serving which health professionals believe may help restore regularity, relieve constipation, enhance energy and control weight.

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Special Request Skim Plus Omega-3 with CoQ10

New Skim Plus Omega-3 with CoQ10 is fortified with essential Omega-3 fatty acids plus CoQ10. According to *WebMD*, health professionals believe that Omega-3 can reduce symptoms of hypertension, depression, attention deficit hyperactivity disorder (ADHD), joint pain, rheumatoid problems and various skin ailments. Some research indicates that Omega-3 can boost the immune system and help protect us from an array of illnesses including Alzheimer's disease. Health professionals also believe that CoQ10, or Coenzymes 10, may help maintain healthy heart function, support energy production and provide nutritional support for cellular energy and cardiovascular health. One serving of Special Request Skim Plus Omega-3 with CoQ10 contains 55 milligrams of EPA and DHA plus 5 milligrams of CoQ10.

Farmland Dairies' new Special Request™ Skim Plus® Fiber and Skim Plus® Omega-3 with CoQ10 carry a suggested retail price of \$3.99 per half gallon. Farmland Dairies' products can be found in supermarket and convenience store dairy cases throughout New York, New Jersey and Connecticut.

For more information on Farmland Dairies' Special Request™ Skim Plus® line of fortified dairy products, or for a money-saving coupon, please visit www.farmlanddairies.com, or become a fan on Facebook, www.facebook.com/skimplus.

About Farmland Dairies

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 president of Farmland Dairies LLC, which has state-of-the-art production facilities in Wallington, New Jersey. Farmland Dairies is now a proud member of GRUPO LALA/LALA USA's national branded products division. 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.

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