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

MILK, MILK...IT'S GOOD FOR YOUR HEART...

Farmland Dairies Launches Special Request 1% Plus® Lowfat Milk with Omega-3

WALLINGTON, NJ (JULY 16, 2007) – 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, announces the launch of its Special Request 1% Plus® Lowfat Milk with Omega-3.

According to the American Heart Association®, Omega-3 fatty acids – eicosapentaenic acid (EPA) and docosahexanoic acid (DHA) – are considered essential for optimal health. Research indicates that the consumption of Omega-3 fatty acids can decrease the risk of heart disease and stroke. Additionally, Omega-3 has been proven to be effective in children's early mental development. As the human body is unable to produce these fatty acids on its own, Omega-3 must be obtained from outside sources – such as Farmland Dairies Special Request 1% Plus Lowfat Milk with Omega-3.

“Special Request 1% Plus tastes great and contains Omega-3, which can benefit the heart, mind and body,” said Martin Margherio, Chief Executive Officer of Farmland Dairies. “We have created a delicious, lowfat milk that is an excellent way for people to get the recommended dose of Omega-3.”

Farmland Dairies Special Request 1% Plus Lowfat Milk with Omega-3 is made from 100% real cow's milk and contains no added artificial hormones or antibiotics. It is a delicious, creamy, lowfat milk product that contains 55mg of both EPA and DHA fatty acids per serving. Special Request 1% Plus Lowfat Milk with Omega-3 has 70 percent less fat than whole milk, 37 percent more protein and 34 percent more calcium. Special Request 1% Plus Lowfat Milk with Omega-3 is also an excellent source of Phosphorus, Vitamin B2 and Vitamin D for strong bones and energy.

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. Research indicates that Omega-3 increases the production of body chemicals that help control inflammation in joints, bloodstream and tissue.

Special Request 1% Plus Lowfat Milk with Omega-3 is currently available in quart and half gallon cartons in the supermarket dairy case. Special Request 1% Plus Lowfat Milk with Omega-3 has a suggested retail price of \$2.49 for a quart and \$3.99 for a half gallon.

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For more information on Farmland Dairies Special Request 1% Plus Lowfat Milk with Omega-3, or other products, please 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 are guaranteed 100% rBST free and can be found in dairy cases throughout New York, New Jersey, 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. Farmland Dairies is the largest Hazard Analysis and Critical Control Point (HACCP) certified 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 visit www.farmlanddairies.com.

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