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

## **REALLY, *REALLY* GOOD CHOCOLATE MILK CAN BE REALLY, *REALLY* GOOD FOR YOU**

*Farmland Dairies Launches the East Coast's First Chocolate 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 Really, *Really* Good! 1% Lowfat Chocolate Milk with Omega-3™ – the east coast's first chocolate milk including heart and mind benefiting Omega-3 fatty acids.

According to the American Heart Association®, Omega-3 fatty acids are considered essential for optimal health. Studies show that increased Omega-3 consumption contributes to brain development and can enhance learning and concentration among children. Really, *Really* Good! 1% Lowfat Chocolate Milk with Omega-3 contains 55mg of EPA and DHA per serving and is an excellent daily source of Calcium, Phosphorus, Vitamin B2 and Vitamin D for strong bones and energy.

“Really, *Really*, Good Chocolate Milk is a product that parents can feel good about giving their kids,” said Martin Margherio, chief executive officer, Farmland Dairies. “We think it will be a hit with both parents and kids due to its delicious, creamy chocolate taste, nutritional value and Omega-3 health benefits versus empty calorie drinks on the market. And, it's really, *really* good.”

According to *WebMD*, studies have shown that young children whose diets were supplemented with DHA Omega-3 showed a range of advantages over children whose diets were not. Omega-3 benefits both young and old, as it promotes the development and maintenance of the brain, and the function of the heart. Omega-3 is the essential nutrient for normal functioning of neural tissue, cognitive performance and visual acuity. Omega-3 is also linked to the reduction of high blood pressure.

Really, *Really* Good! 1% Lowfat Chocolate Milk with Omega-3 is made from 100% real cow's milk and contains no added hormones or antibiotics. Additionally, Really, *Really* Good! 1% Lowfat Chocolate Milk with Omega-3 is made with less sugar than other chocolate milk and drinks currently on the market.

Starting in July, Really, *Really* Good! 1% Lowfat Chocolate Milk with Omega-3 will be available in quart and half gallon cartons in supermarket dairy cases. Really, *Really* Good! 1% Lowfat Chocolate Milk with Omega-3 has a suggested retail price of \$1.89 (quart) and \$3.69 (half gallon).

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For more information on Farmland Dairies Really, *Really* Good! 1% Lowfat Chocolate Milk with Omega-3, or other products, please 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 are 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](http://www.farmlanddairies.com).

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