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Daisy Brand® Cottage Cheese Announces Winner of *Freshen Up Your Fridge* Contest
Pamela Bach of Haslett, Mich. wins Whirlpool® LATITUDE™ Refrigerator

DALLAS, September 25, 2009 – Daisy Brand announced today Pamela Bach of Haslett, Mich. is the winner of the Daisy Brand Cottage Cheese *Freshen Up Your Fridge* contest, a national challenge to encourage Americans to live a healthier lifestyle by making better food choices. Bach's short essay about why she needs a refrigerator makeover stood out from more than 4,100 entries, crowning her the winner of a year supply of Daisy Brand Cottage Cheese, a new Whirlpool® LATITUDE™ refrigerator and an in-home visit by local registered dietitian Melissa Gerharter to help her and her family learn how to select healthier foods for their refrigerator.

"Pamela's passion and commitment to adopting a more healthful lifestyle is synonymous to Daisy Brand's own dedication to quality," said Marjie Laurent, Daisy Brand Sr. Brand Manager. "Daisy Brand Cottage Cheese prides itself on being a fresh, all-natural product, the perfect complement to a fresh refrigerator."

Bach, a mother of two, emphasized the importance of not only eating healthy herself, but ensuring her children eat nutritious foods. She shared a desire to improve on the contents of her refrigerator, especially when packing healthy foods for her children's school lunches.

"The *Freshen Up Your Fridge* contest helped me take a step back and examine what my family was really eating," says Bach. "I am thankful to Daisy Brand Cottage Cheese for helping us make a lifestyle change."

Daisy Brand Cottage Cheese created the *Freshen Up Your Fridge* program (www.FreshenUpYourFridge.com) to encourage Americans to freshen up their refrigerators by replacing unhealthy items with more fresh and natural foods like Daisy Brand Cottage Cheese, made with 100% all-natural ingredients, with no preservatives or added growth hormones¹.

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¹ No significant difference has been shown between milk from rBST-treated and untreated cows.

In addition, three runners-up of the *Freshen Up Your Fridge* contest will be awarded for their willingness to adopt a healthier lifestyle:

- First prize – Mary Jo Roach, Cincinnati: A year supply of Daisy Brand Cottage Cheese and \$500
- Second prize – Cathy Banks, Omaha, Neb.: A year supply of Daisy Brand Cottage Cheese and \$250
- Third prize – Lori Wilkinson, Tuscon, Ariz.: A year supply of Daisy Brand Cottage Cheese

About Daisy Brand Cottage Cheese

Daisy Brand Cottage Cheese is a distinctively special cottage cheese. From how it's made, to the first fresh taste, it's unlike any other. Daisy Brand Cottage Cheese is made with only natural ingredients – no additives or preservatives, and is available in both low fat (2 percent) and regular (4 percent). Visit www.FreshenUpYourFridge.com to find a location for purchase in your area.

About Daisy Brand

Daisy Brand is a leading provider of cultured dairy products and a fourth-generation, family-owned business headquartered in Dallas, Texas. The company provides sour cream and cottage cheese for grocery stores, health food stores, club stores, super centers, the food service industries and the military sectors. For more information, visit www.DaisyBrand.com.

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