

**MEDIA CONTACTS:**

Angél Hakim, MS&L
Angel.Hakim@msslworldwide.com
(312) 861-5260

Marjie Laurent, Daisy Brand
MLaurent@daisybrand.com
(972) 385-5026

Daisy Brand® Cottage Cheese Invites Americans to Freshen Up Their Fridge

A Focus on All-Natural Foods this Summer Could Win You a New Whirlpool® Refrigerator

DALLAS, June 7, 2010 –Tempting treats lurk around every corner during the summer, making it the perfect time to subtract processed foods with additives from your diet. The best place to start is at the heart of the kitchen – the refrigerator. That’s why Daisy Brand Cottage Cheese is announcing the second annual *Freshen Up Your Fridge* program which will grant one grand prize winner a year’s supply of Daisy Brand Cottage Cheese, a new Whirlpool® side-by-side refrigerator with 6th Sense Technology and more.

“Summer is the perfect time to make a fresh commitment to healthy eating,” said Marjie Laurent, Daisy Brand senior brand manager. “And with no additives, preservatives, or artificial growth hormones, Daisy Brand Cottage Cheese is the perfect addition to a fresh new refrigerator.”

Consumers can visit FreshenUpYourFridge.com and enter to win by sharing, in 50 words or less, why and how their eating habits could be improved through a refrigerator makeover. Prizes include:

Grand Prize (One Winner)

- A year’s supply of Daisy Brand Cottage Cheese
- A new Whirlpool® side-by-side refrigerator with 6th Sense Technology , the industry’s most energy efficient side-by-side refrigerator available
- An in-home visit by a registered dietitian to help select healthier, more nutrient-rich foods for their refrigerator
- A \$50 gift card toward their first healthy food shopping trip

First Runner-Up (One Winner)

- A year’s supply of Daisy Brand Cottage Cheese
- \$500 gift card

Second Runner-Up (One Winner)

- A year’s supply of Daisy Brand Cottage Cheese
- \$250 gift card

Daisy Brand Cottage Cheese is available in low fat (2 percent) and regular (4 percent) and is made with 100% natural ingredients – no additives, preservatives or artificial growth hormones. For more information and recipe ideas, visit FreshenUpYourFridge.com.

About Daisy Brand

Daisy Brand is a fourth-generation, family-owned business that prides itself on producing high-quality dairy products that offer a good value to customers. These principles set the foundation for growth and continue to be the driving force behind the company's direction. 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 military sectors. For more information, visit www.DaisyBrand.com.

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