



FOR IMMEDIATE RELEASE

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The Real Taste of Milk is Back, Minus the Lactose!

*Valio USA Launches VALIO® REAL GOODNESS™ Brand Lactose Free Milk
in Northeast U.S. Using VALIO'S Proprietary Ultra-Filtration Technology*

Parsippany, NJ (Aug. 4, 2009) – This week Valio USA, a subsidiary of Valio Ltd (one of Europe's leading dairy companies), introduces REAL GOODNESS™ brand lactose free milk to the Northeast corridor of the United States. The first lactose free milk that actually tastes like real milk, REAL GOODNESS™ is made in Syracuse, New York through a partnership with Byrne Dairy using an advanced, ultra-filtration technology that gently removes lactose, leaving nothing but the delicious taste of milk.

“Our research found that lactose free milk options in the U.S. were not meeting consumer needs,” said Valio USA Marketing Director Lawrence Morris. “Lactose intolerant Americans told us that the current lactose free products available to them either tasted watered down or too sweet. Many lactose intolerant people simply gave up on dairy products altogether because competitive lactose free milk didn't taste like the real thing to them.”

When you consider that nine out of 10 Americans don't get the recommended daily intake of calcium, the arrival of REAL GOODNESS™ lactose free milk is important for people who suffer the unpleasant side effects of lactose intolerance – the inability of the body to digest lactose, the sugar in dairy products.

“Lactose intolerance is a real condition with real consequences affecting between 30 and 60 million Americans,” said Professor Riitta Korpela, Valio Vice President of Research. “Valio is committed to being a center of excellence in dairy nutrition with a healthy portfolio of choices across all dairy categories. We are proud to introduce our milk to lactose intolerant individuals in the U.S.”

In a taste test, eight out of 10 lactose intolerant milk drinkers found that REAL GOODNESS™ tastes just like real milk. In addition to its great taste, REAL GOODNESS™ has 38 percent more protein and 42 percent less sugar than the leading lactose free brand. It also contains calcium for strong bones and teeth and Vitamin D to help the absorption of calcium.

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Valio is offering a money-back guarantee to any consumer who tries the product. “We’re confident consumers will prefer the rich and creamy taste of REAL GOODNESS™ to any other lactose free milk available today,” added Valio USA Chief Executive Officer Chris Franco. “Our success lies in people trying and tasting the product for the first time. They’ll quickly realize that REAL GOODNESS™ will remind them of the same delicious taste of milk they enjoyed before they became lactose intolerant.”

REAL GOODNESS™ is expected to arrive on store shelves in mid-August and consumers will be able to find discount coupons in stores where they buy groceries, at www.RealGoodness.com, and in Sunday newspaper inserts. Advertising support will air throughout the entire launch market starting in October. Valio is also working with nationally-recognized dietitians based in the Northeast to help educate consumers on lactose intolerance and provide advice on living with the condition. Consumers can learn more about REAL GOODNESS™ online at www.RealGoodness.com and on Facebook at www.Facebook.com/RealGoodness.

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About Valio Ltd: Valio Ltd is headquartered in Helsinki, Finland and is a world class leader in pioneering functional dairy foods. Valio offers a wide range of market leading and licensed products known for their high quality and great taste in over 60 countries. Valio, which means ‘the finest’, was founded in 1905 on the ideals of quality, expertise and responsibility. Valio’s lactose free products are enjoyed by millions of lactose intolerant consumers around the world.

About Valio USA: Valio USA is a subsidiary of Valio Ltd, one of Europe’s preeminent dairy companies. Besides REAL GOODNESS™, Valio USA owns and operates the Finlandia Cheese™ Brand, the #1 brand of imported cheese in America.