

P R E S S R E L E A S E

GLENISK LAUNCHES NEW €1 MILLION MARKETING PROGRAMME FOR 2010 Campaign includes Glenisk's first ever TV commercial

(Offaly, 13 January 2010) Glenisk, the family owned organic dairy, is investing more than €1 million in a new marketing programme for 2010, featuring TV advertising. The company's first ever TV commercial is on air from January. The campaign will also include outdoor and online advertising. Chemistry has been appointed as the creative agency and the TV ad has been produced by The Poole. Media planning is managed by Aegis. The 30 second TV Ad, entitled 'It's Only Natural' features images of nature and all natural soundtrack.

In addition to advertising, Glenisk's marketing plans for 2010 includes consumer promotions, PR, sampling and a number of on-pack competitions with partner organisations including Airtricity and Cook's Academy. Glenisk recently unveiled a new look website, featuring content on organics, recipes, competitions, parenting advice, as well as product news.

Speaking about the plans for 2010, Vincent Cleary, managing director, said: "TV advertising is a new departure for Glenisk; we are by far the largest brand in organic fresh dairy produce in Ireland, driving the growth in this category, year on year. In 2010, our aim is to reach an even wider audience. Our advertising campaign has been developed to communicate the distinctive nature of organic food, and specifically what we believe makes our yogurt taste so special. We are also keen to highlight the fact that choosing organic doesn't always mean paying a price premium. Offering excellent value remains our focus for the coming year."

Further information is available at www.glenisk.com.

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For further information, photography, product samples or to arrange an interview, please contact:

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Note to Editors:

Glenisk was established in 1987 by the Cleary family in Killeigh, Co Offaly. Glenisk converted to organic production in 1995. Today, Glenisk continues to operate from Killeigh and is run by five of the Cleary siblings. Glenisk works with 50 organic farmers across the island of Ireland, and procures 90% of the organic milk produced in Ireland. Glenisk is a multi-award winning business, most recently receiving the Bord Bia Food & Drink Industry Award for Environmental Enrichment 2009, and the National Organic Award 2009 for Best Retail Product for its Greek Style Yogurt.

In addition to promoting organic agriculture, which is accepted as a less intensive form of agriculture providing benefits for the environment, Glenisk has taken a number of steps to lessen its environmental impact. The company opened an €8.5m eco-friendly plant in 2007, with a focus on using sustainable materials in the build. The new plant is powered by Airtricity and in 2009, Glenisk installed its first wind turbine which powers the reed beds for water waste efficiencies; vehicles run on biofuel and electricity and Glenisk operates a strict recycling policy. Paper yogurt pots are sourced from sustainably managed forests, approved by the Forest Stewardship Council. All of the fruit used is organic and bananas are certified by the Rainforest Alliance.

In 2009, Glenisk commenced a major project internally designed to measure not only the plant's carbon footprint, but that of each of the farms they work with. Bia Cert has been contracted to audit the farms, while the plant audit is working to the Greenhouse Gas Protocol, developed by the World Business for Sustainable Development & The World Resource Centre.

Glenisk is also committed to supporting NGOs and charities with an environmental cause. We are partners with The Organic Centre, Co Leitrim; GM Free Ireland Network and with Cultivate, the sustainable living and learning centre, and with Bothar.

Glenisk is a member of Love Irish Food, the initiative set up in 2009 to promote Irish food and drink manufacturers.