



Dutch Lady Milk Industries Berhad (5063-V)

13 Jalan Semangat,
46200 Petaling Jaya,
Selangor Darul Ehsan, Malaysia

t +60 (0)3 7953 2600
f +60 (0)3 7953 2700
www.frieslandcampina.com
www.dutchlady.com.my

PRESS RELEASE - For Immediate Release

Contact:

Devi Muniandy / Johanna Dason
Tel.: 03-2073 2306

**DUTCH LADY MALAYSIA LAUNCHES FIRST-EVER MILK ELECTION
TO COMMEMORATE 4TH WORLD MILK DAY CELEBRATIONS**

Bigger, Better and Bolder than before!

Kuala Lumpur, 6 May 2011 – To commemorate its 4th World Milk Day celebrations, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) today launched the first-ever Milk Election, inviting Malaysians from all walks of life to cast their votes, to unearth the country's newest milk flavour. The leading dairy company unveiled four limited edition milk flavours – Red Bean, Sweet Corn, Moo Melon and Caramel Toffee - that Malaysians can choose from, to determine the newest addition to Dutch Lady Malaysia's UHT milk range.

Held as part of its "Spread the Goodness of Milk" campaign, the Dutch Lady Malaysia Milk Election is set to deliver a fresh and different milk experience for Malaysians, while encouraging them to drink more milk, to ultimately build a stronger Malaysia. From 6 May 2011 up to 28 May 2011, Malaysians are invited to go online to the Dutch Lady Malaysia Facebook fan page, to vote for their favourite flavour party. The month-long celebrations will culminate in the announcement of the winning milk flavour that will take place on Sunday, 29th May at 1 Utama, also a venue sponsor of the Dutch Lady Malaysia Milk Election.

Speaking during the media launch, Dutch Lady Malaysia's Managing Director, Bas van den Berg said, "Having been a part of the fabric of Malaysia for more than 50 years, we are in a unique position to impact and influence Malaysians' nutritional habits & lifestyle choices. In doing so, we have provided generations with the highest quality of standards in dairy nutrition across all age groups. Of equal importance is making time to give back to the community through programmes such as World Milk Day.

"By deciding to make our 4th World Milk Day celebrations bigger, better and bolder with the first-ever Dutch Lady Malaysia Milk Election, we are stepping up in all aspects to send a strong message on the importance of drinking more milk, because it is our ambition that more people benefit from the goodness that milk can bring to their lives. A cool glass of milk is not just thirst quenching, it's one of the richest food source of natural nutrients containing the building blocks and fuels that contribute to growth and development – both of which are necessary for one's health and well-being."





In Malaysia, research continues to show that the consumption of milk is low – the average intake of milk is once a week, in contrast to the Malaysian Food Guide Pyramid (2010) which recommends 1-3 glasses of milk a day. In total, Malaysians consume about 30 liters of milk a year, which is 70% less than those who are drinking milk in other parts of the world.

Mr. van den Berg added, “Starting today, Malaysians of all ages and cultures can have their say in determining our newest milk flavour through the Dutch Lady Malaysia Milk Election. Anyone can vote. In fact, everyone should vote because by choosing to do so, you are contributing towards building a stronger Malaysia. When you drink more, you can do more.

“The Dutch Lady Malaysia Milk Election is a reflection of our innovative, pioneering nature, where we provide nothing but the best for our customers – making the most of the many opportunities that we have, in ways we could never have possibly imagined.”

During the event, the four flavour parties were represented by their mascots and introduced to the crowd together with their party’s elected representatives - singing sensation Ziana Zain for Dutch Lady Red Bean, singer-song writer Faizal Tahir for Dutch Lady Sweet Corn, supermodel Amber Chia who steps in for Dutch Lady Moo Melon while football national twins, Aidil Zafuan and Zaquan Adha will lead the Dutch Lady Caramel Toffee party.

Each flavour party also has its own unique characteristics - Dutch Lady Red Bean is packed to the brim with the goodness of milk while its delicious taste reminds us of our childhood days when we use to enjoy a Red Bean ice cream potong or ice kacang after school. Dutch Lady Caramel Toffee is the perfect combination of something sweet and sticky, yet rich with the nutrients of milk.

Dutch Lady Sweet Corn on the other hand is corny and proud of it! So if you like something different yet fun and nutritious, this lightly sweet milk is bound to be your favourite. What’s more, it will surely be love at first sip! Last but not least, is Dutch Lady Moo Melon, the milk that makes the world go round. It’s truly a magical drink that will get you asking for more!

This year’s World Milk Day celebrations are made more meaningful as Malaysians can also do their part for charity. All they have to do is visit the Dutch Lady Malaysia Facebook page, to ‘Like’ the Milk Election campaign from now till 28 May 2011. The target to hit is 200,000 ‘Likes’, to help Dutch Lady Malaysia give away 20,000 milk packs to charity.

Mr. van den Berg ended by saying, “The future of milk is certainly very bright. As a group, FrieslandCampina envisions that by 2020, milk will be seen and handled the world over as one of the most valuable foods. The nutrients in milk will be recognised for their positive effects on human health. A balanced diet without dairy or milk components would be unthinkable.”



FrieslandCampina

Since 2008, Dutch Lady Malaysia has been leading Malaysians in the country's World Milk Day celebrations bringing a different experience of milk each time as part of its efforts to "Spread the Goodness of Milk". Some of those unique milestones included distributing 50,000 free milk packs in 10 consecutive hours, at 30 locations throughout the whole of Malaysia and to reach out to Malaysians especially those in the sub-rural and sub-urban areas, and setting a new Malaysian Book of Record for "Largest Milk Drinking Event" with 3,300 Malaysians. This year marks Dutch Lady Malaysia's fourth World Milk Day celebrations and is set to be the biggest yet, to be held across two days on 29 May and 1 June 2011, the actual day that World Milk Day is celebrated across the world.

-ends-

About Dutch Lady Milk Industries Berhad

Incorporated in 1963, Dutch Lady Milk Industries Berhad is currently the leading dairy company in Malaysia. Its holding company is Royal FrieslandCampina, a Dutch multinational corporation and the largest dairy cooperatives in the world. Dutch Lady Malaysia manufactures and sells a wide range of quality dairy products for the home and export market, with all products enjoying a strong following with its Dutch Lady and Friso brands. The Company believes in product innovation and constantly strives to improve its processes in order to deliver quality nutritious products to its consumers. It was the first company the world to market a Growing Up Milk powder specifically formulated for children up to three years old. This range is currently marketed in Malaysia as Dutch Lady 123 and Dutch Lady 456. Dutch Lady Malaysia is a strong supporter of the local dairy industry and works closely with the Department of Veterinary Services (DVS) to ensure its development. In line with Corporate mission of "Helping Malaysians move forward in life with Trusted Dairy Nutrition" the quality of the Company's products is paramount. The Company maintains strict adherence to food safety and quality standards and global best practices in production in line with its continuous accreditation of ISO9001, ISO14001, OHSAS 18001 (Occupational Health and Safety Assessment Series) and HACCP (Hazard Analysis Critical Control Point) certifications from relevant authorities. Dutch Lady Malaysia also has an unbroken record as the preferred brand in milk products, winning the Readers' Digest Super Brand Gold award for 11 consecutive years since 1999, and is recognised as among the top 30 of Malaysia's Most Valuable Brands.

More information can be found on www.dutchlady.com.my

About World Milk Day

World Milk Day is a special dedication created by the Food and Agriculture Organisation (FAO) of the United Nations, to provide the global community with the opportunity to celebrate the importance of milk and publicise activities connected with the benefits of milk and the milk industry. Since 2001, countries from around the world have come together to commemorate World Milk Day in their own national celebrations every 1st of June. The fact that many countries choose to do this on the same day lends additional importance to individual national celebrations and show that milk is a global food.

- End -

Issued by: Arc Worldwide; part of Leo Burnett Malaysia
On behalf of: DUTCH LADY MILK INDUSTRIES BERHAD
For further information, please contact Devi Muniandy / Johanna Dason at tel.:03-2073 2306 or e-mail: rajasarasa.devi@my.arcww.com / johanna.dason@my.arcww.com