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**“CRYSTAL” THE NEW NAME FOR FOSTER FARMS DAIRY PRODUCTS
Foster Farms Dairy to Unveil New Name, Packaging to Increase Market Share**

MODESTO, Calif. — Consumers wanting high-quality Foster Farms Dairy products will be reaching for the “Crystal” brand in their grocer’s dairy case come September.

Modesto’s Foster Farms Dairy, which purchased Crystal Cream & Butter Co. last October, is changing the name of its entire product line to Crystal and launching a major Northern California marketing campaign supporting the brand.

“Foster Farms Dairy has widespread awareness locally, but is not as well-known outside greater Stanislaus County,” said Dennis Roberts, Vice President of Sales & Marketing for the Modesto-based agribusiness. “Going with Crystal, which has tremendous name recognition in Sacramento and the Bay Area, will assure consistent branding while increasing overall market share.”

With the Crystal purchase, Foster Farms Dairy added hundreds of new retail outlets in California and increased its milk processing by 500,000 gallons per week.

Owned by the Foster Family, Foster Farms Dairy will continue to be the largest privately-owned dairy in the state. It processes about 3 million gallons of milk a week and employs over 950 people. The Dairy produces a full line of products including milk, cottage cheese, sour cream, ice cream, and butter.

While the Foster Farms Dairy brand, a staple in the Central Valley since 1941, will no longer be used, Roberts said focus group research conducted with Central Valley consumers was very positive about the change to Crystal. “Based on consumer feedback, San Francisco-based brand strategy specialist, Murray Brand Communications, designed a new logo and packaging graphics combining the graphic elements of existing Foster Farms Dairy and Crystal products. This will assure that consumers of both brands recognize the products, while communicating that the quality commitment of each brand remains paramount.”

“Crystal, like Foster Farms Dairy, has a long history of community goodwill and tradition for the highest-quality products,” said Roberts. “Crystal helped set the standard for dairy products since its Sacramento founding in 1901 and we are looking forward to extending that proud tradition.”

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A multi-media marketing and public relations campaign, in both English and Spanish, will inform and educate consumers of the label change. Local public relations and marketing firm Cardoza Associates Inc. developed the comprehensive plan.

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