



FOR IMMEDIATE RELEASE

CHOBANI TAKES HEALTHY EATING ON THE ROAD WITH THE CHOMOBILE

-Tour Brings Chobani Directly to Consumers in 15 Markets Across the Country-

NORWICH, N.Y., April, 14 2010 – Chobani today announced the kick-off of its first ever, nationwide CHOMobile sampling tour. With more than 15 stops planned, the bright blue, 26-foot long CHOMobile will be giving away over 50,000 free cups of Chobani to Americans across the country.

“It’s our mission to provide consumers with delicious, healthy products,” said Hamdi Ulukaya, CEO and Founder of Agro Farma, Chobani’s parent company. “The CHOMobile came out of our desire to bring Chobani into every household in America, and we’re excited to hit the road and connect with consumers across the country.”

All CHOMobile stops will feature free giveaways of 6oz cups of Chobani, known for its hallmark creamy texture and outrageous protein content. For the full CHOMobile schedule, please visit www.chobani.com/chomobile.

About Chobani

Chobani is America’s #1 Greek Yogurt and the category leader in the Northeast. Every cup of creamy Chobani is delicious and nutritious: 100% natural, gluten free, Kosher certified and made with hormone-free milk. Chobani is offered in a wide variety of flavors to please any palate, providing two times more protein than regular yogurt, five live and active cultures, and three strains of probiotics. Chobani retails for MSRP \$1.29/6oz, \$3.29/16oz and \$5.99/32oz and is sold nationally at Whole Foods Market along with regional retailers across the United States. For more information, visit www.chobani.com.

About Agro Farma

Agro Farma is one of New York State’s largest dairy product manufacturers. Headquartered in Norwich, N.Y., the company is parent to Chobani, America’s #1 brand of Greek Strained Yogurt and operates under a nothing but good philosophy. This mantra drives the company to produce only the highest-quality, 100% natural, good-for-you foods out of their South Edmeston, N.Y., production facility. As part of Agro Farma’s commitment to support local farmers and strengthen the Central New York economy, they are proud to make their products with milk from Chenango County farms. The company also gives 10% of its annual profits to charities worldwide.

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