



FOR IMMEDIATE RELEASE

CHOBANI® INTRODUCES CHOBANI CHAMPIONS – THE FIRST- EVER GREEK YOGURT MADE FOR KIDS

*-Available Nationwide in Two Delicious Flavors,
Chobani Champions Proves What Tastes Good Can Also Be Good for You-*

NORWICH, N.Y., January 3, 2011 – Today, Chobani, America's #1 Greek Yogurt, announces the introduction of Chobani Champions, the first-ever Greek yogurt made for kids. Available at retailers nationwide in early January, Chobani Champions is packed with wholesome goodness and is available in two delicious flavors, Honey-Nana and VeryBerry, kids are sure to enjoy.

Chobani Champions is packed with a wholesome blend of only natural ingredients, low-fat yogurt and real fruit – free of preservatives, artificial flavors and milk treated with synthetic growth hormones. Each serving of Champions also provides an excellent source of vitamin D, a good source of bone-building calcium and comes loaded with protein.

Sold in four-packs, Champions will be packaged in 3.5-ounce cups to better accommodate a child-size appetite. Each cup contains only 100 calories, making it a good snack for mom and dad, too.

“The launch of Chobani Champions embodies our heartfelt belief that if you give kids delicious foods that are also good for them, they will gladly raise a spoon and dig in,” said Hamdi Ulakaya, president, CEO and founder of Agro Farma, Chobani's parent company. “The product name celebrates the potential of every child to be a champion in his or her own right.”

Beginning this month, consumers can celebrate their everyday “Champions” on www.chobani.com/champions. There, visitors can upload a photo of their “Champion” to the online gallery for a chance to be selected as the “Champ of the Month.” In return, the winning Champ will be featured on the home page for the entire following month and will win a free case of yogurt and coupons.

In tandem with the launch of Champions, Chobani is also introducing three new palate-pleasing flavors – 2% Mango, 0% Black Cherry, and 0% Lemon – bringing the count of Chobani offerings to 14 tasty varieties. The new flavors were selected based on feedback and suggestions from Chobani fans.

For more information on all of Chobani's exciting products, visit www.chobani.com.

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, \$5.99/32oz, and \$3.99/Champions 4-pack. All Chobani products are nationally available 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 through its Shepherd's Gift program.

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