



FOR IMMEDIATE RELEASE

CHOBANI ANNOUNCES \$50,000 DONATION TO SUPPORT HAITI RELIEF EFFORTS

-Funds Released Immediately to Red Cross, UNICEF and Doctors Without Borders-

NORWICH, N.Y., January 19, 2010 – Chobani Greek Yogurt today announced the upfront and immediate donation of \$50,000 towards Haiti relief efforts. The company will provide \$30,000 to the Red Cross, \$10,000 to Doctors Without Borders and \$10,000 to UNICEF to facilitate on-the-ground operations currently underway in Haiti. Current reports indicate as many as three million people may have been impacted by the earthquake, which reached a magnitude of 7.1 on the Richter scale as well as the ensuing 5.9 magnitude after-shock.

“The devastation in Haiti struck all of us at Chobani and deeply impacted our local Central New York community. It is simply heart-breaking,” said Hamdi Ulukaya, CEO and Founder of Agro Farma, Chobani’s parent company. “Haiti needs a global helping hand and it’s important to us as a company and as a dedicated community partner to assist in the recovery process however we can.”

To learn more visit <http://chobani.com/haiti>.

Chobani has been committed to philanthropic endeavors since the company’s inception. As part of its Giving Back initiative, Agro Farma donates 10% of Chobani’s profits to charities worldwide, 30% of which is donated to local New York state philanthropic organizations.

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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Contacts:

Jessica Lokaj – Fleishman-Hillard for Agro Farma +1-212-453-2173
Nicki Briggs, MS, RD – Director of Communications for Agro Farma +1-617-515-1564