



CHOBANI DEBUTS FIRST-EVER NATIONAL ADVERTISING CAMPAIGN
–“Real Love Stories” Campaign Features Real Chobani Fans–

NORWICH, N.Y., February 17, 2011 – This week Chobani, America’s #1 Greek yogurt brand, debuted their first national advertising push, “Real Love Stories.” The multi-faceted campaign, developed by Chobani and their advertising agency, Gotham, Inc., includes two national television commercials along with digital and out-of-home (OOH) ads.

“The love we’ve seen since Chobani first hit stores in 2007 has been overwhelming,” said Hamdi Ulukaya, President and Founder of Agro Farma, Chobani’s parent company. “We have the best fans in the world and this campaign celebrates them and their passion for the brand.”

The campaign was born from the hearts and mouths of “Chobaniacs” across the country who share their Chobani love with the brand on a daily basis via social media platforms like Twitter, Facebook, and YouTube. The television commercials tell the true stories of fans who went to great lengths for Chobani. The first spot features Stephen Wright, a pre-medical student from Hamilton College who biked 80 miles to New Berlin, NY, just to see where his favorite yogurt was made. The second shows Stephanie Lane, a CPA from Richmond, VA who got crafty with her Chobani in order to stop her co-workers from stealing it from the office fridge.

In addition to these two spots, the digital and OOH ads showcase real tweets from fans, including “Chobani is heaven!!!!!!,” “I’m in love with Chobani yogurt,” and “Chobani, nom, nom, nom.”

“We are proud to be a partner of Chobani. What they’ve achieved in a just a few short years is remarkable,” remarks Peter McGuinness, CEO of Gotham. “Our aim with this campaign was to tap into, amplify, and extend the current phenomenon of Chobani ‘love’ that is already spreading across the nation. People love good brands that make good products. It’s no more complicated than that.”

The campaign premiered February 14, with spots airing in major markets on top-rated network shows and cable networks. Digital and OOH ads will run nationally, along with continued outreach on the brand’s Facebook and Twitter accounts. All communications will drive fans to chobani.com, where they can submit their own “Real Love Story” and connect with other Chobani fans across the country.

To view the commercials, fan-submitted love stories, or to share your own, visit chobani.com.



About Chobani

Chobani is America's #1 Greek Yogurt and the category leader in the Northeast. Every cup of creamy Chobani is made with only natural ingredients, gluten free, Kosher certified, and uses milk free of rBST. 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 retailers across the country. For more information, visit 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 and operates under a nothing but good philosophy. This mantra drives the company to produce only the highest-quality, natural foods out of their South Edmeston, N.Y., production facility. As part of Agro Farma's commitment to support local farmers and strengthen the New York State economy, they are proud to make their products with milk from New York-area farms. The company also gives 10% of its annual profits to charities worldwide through its Shepherd's Gift program.

About Gotham

A unit of the Interpublic Group of companies, Gotham Inc. is a full service advertising agency based in New York. Its 160+ employees service the integrated communication needs of brands across multiple categories. Clients include: Best Western, Chobani, Denny's, Fresh Direct, Lindt, Maybelline, Newman's Own, and Yellowbook. For more information, visit www.gothaminc.com.

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