



FOR IMMEDIATE RELEASE

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**Emmi-Roth Käse USA and Family Fresh Pack Donate Cheese Days Earnings
to Local Green County Charities**

MONROE, Wis. . Emmi-Roth Käse USA of Monroe, WI and Family Fresh Pack of Belleville, WI continued their tradition of donating their earnings - \$5400 - from the sale of a variety of specialty cheeses and Kelly's Kitchen spreads at this year's Green County Cheese Days. Hospice of Green County and Green County Relay for Life, which donates its proceeds to the American Cancer Society, each received \$2700 in honor of Chuck Olson, an Emmi-Roth Käse USA sales person, who passed away earlier this month from cancer.

40 Emmi-Roth Käse USA employees volunteered to assist in the company's charitable efforts during the three-day Cheese Days event. Marathon Cheese Corporation donated its services by cubing cheese for sampling.

"We are pleased to continue our tradition of community involvement," said Emmi-Roth Käse USA President Steve McKeon. "Cancer affects all of our lives, and we're proud to be able to support these important non-profit groups."

Green County Cheese Days, a tradition since 1914, is a biannual celebration of cheese and the dairy industry that includes demonstrations of cheesemaking, cow milking and cooking, and opportunities to taste and buy cheese and dairy products. The festive event draws approximately 100,000 people.

Hospice of Green County offers a specialized care program for people with a limited life expectancy who are no longer seeking a cure for their illness. Employees from Emmi-Roth Käse USA will be participating on Team Nashville for the Green County Relay for Life, which will be held on June 24th and 25th, 2011. The total proceeds raised from this event will be donated to

the American Cancer Society, a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem.

For more information, contact Kirsten Steinhauer, Emmi-Roth Käse USA Marketing Manager, at 608.845.5796 ext. 5, or visit www.emmi-rothkase.com

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Emmi-Roth Käse USA is the largest subsidiary of Emmi Group and strives to be the leading artisan cheese and premium fresh dairy provider. Emmi-Roth Käse USA offers a wide range of award-winning cheeses and specialty dairy products like Swiss Premium Yogurt and Caffè Latte, Emmi's chilled coffee drink made with fresh roasted coffee and the finest milk. The cheese assortment ranges from imported specialties from Switzerland and other European countries to artisan cheeses crafted with pride in the heart of America's Dairyland. Emmi-Roth Käse USA delivers the highest quality products with unique taste experiences primarily to the US retail and food service customers.