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Steve Millard Named New CEO and President of Emmi Roth USA

MONROE, Wis. – Emmi Roth USA today named Steve Millard as CEO and President, effective January 1, 2012. Millard succeeds current CEO Steve McKeon, who will remain active in special strategic projects through his role on the company's Board of Directors.

"We are pleased to announce this smooth transition in the CEO position," said Matthias Kunz, Vice President of Emmi International. "Steve McKeon's guidance and knowledge have been integral to the success of Emmi Roth USA through the years, and we are pleased he will continue to serve on our leadership team as a member of the Board of Directors."

Millard brings more than 20 years of management and sales experience in the consumer-packaged goods industry, including 10 years for the Dannon Company. He joined Emmi Roth USA in 2007, was named Senior Vice President of Sales in 2009, and was promoted to President in 2010.

"Steve Millard has proved to be a great asset to Emmi Roth USA," Kunz said. "His goal- and team-oriented approach will ensure the company stays successful and remains a fun place to work. We are very pleased to announce this well-prepared transition."

For additional information, contact Guido Kaelin, VP of Marketing at Emmi Roth USA, at 845-268-9990 x113 or email guido.kaelin@emmirothusa.com.

About Emmi Roth USA, Inc.

Emmi Roth USA, a subsidiary of Emmi Group, is a leading provider of specialty and artisan cheeses and premium fresh dairy products. Our expansive portfolio includes award-winning cheeses from Switzerland, Europe, and the United States, each crafted with pride from the freshest local milk. Key cheese brands include Kaltbach cave-aged, Grand Cru® and Buttermilk Blue®. Our specialty dairy products include Swiss Premium Yogurt and Caffè Latte, Emmi's chilled coffee drink crafted with fresh roasted coffee and the finest milk. Tradition and innovation balance perfectly to deliver distinctive offerings of the highest quality to the retail and food service trades. For more information on Emmi Roth USA and our impressive product assortment and innovative solutions, visit www.emmirothusa.com.

About Emmi

Emmi Group is the largest Swiss milk processor and one of the most innovative premium dairies in Europe. In Switzerland, Emmi focuses on the development, production and marketing of a full range of dairy and fresh products as well as the production, ageing and trade of primarily Swiss cheeses. Outside Switzerland, Emmi concentrates on brand concepts and specialties in European and North American markets. The primary focus in fresh products is on lifestyle, convenience and health products. In the cheese business, Emmi positions itself as the leading company worldwide for cheese from Switzerland. Emmi's customers are primarily the retail trade, the food service sector and the food industry. In 2009, Emmi achieved net sales of CHF 2.62 billion and employed some 3,525 people (full-time equivalents) in Switzerland and abroad.