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**Hero-Whitewave's® Fruit2day® Pacing for Growth**  
*Brand on Track to Innovate the Chilled Fruit Category*

BROOMFIELD, Colo., May 27, 2010 – Many premium food brands continue to suffer as consumers exercise budget-conscious shopping habits from coupon clipping, cooking at home, and buying more generic goods. However, some brands like Fruit2day are bucking the trend. Hero-WhiteWave today announced that Fruit2day is on pace to be among the top twenty percent of new products launched in 2009 based on revenue, according to IRI's New Product Pacesetters Report, despite consumer's inclination to cut back.

Fruit2day is an innovative and healthy, on-the-go chilled fruit snack product that offers consumers a surprising and convenient way to enjoy the goodness of fruit. Making this achievement more impressive is that the same report states that only 10 percent of successful new product launches come from new brand introductions—such as Fruit2day—and fewer than 20 percent of all product introductions achieve first-years sales of more than \$7.5 million.

In the year since it launched, Fruit2day has demonstrated positive growth signs. The brand is already innovating with flavor. This spring, Pomegranate Blueberry was added to the portfolio while a new seasonal flavor is expected to hit later this year. According to an April IRI report, Fruit2day's velocities are turning better than the category average. National distribution is at 59 percent, reaching national groceries, club stores and mass retail. It was the first product of its kind to launch in U.S. stores in summer 2009 and continues to grow in major European markets.

"We're thrilled with how well Fruit2day is doing in the U.S. market," said Hanno Holm, president and chief executive officer of Hero-WhiteWave. "To fuel its growth, we're supporting the brand with national advertising, integrated marketing and exploring more product innovations."

With no added sugar, natural juices and two full servings of fruit, Fruit2day has captured the imaginations of health-conscious consumers who are actively looking to get more fruit in their diets. Fruit2day comes in five exciting flavor combinations: Cherry Grape, Mango Peach, Pineapple Banana, Strawberry Orange and Pomegranate Blueberry. The suggested retail price is \$2.99 for a 2-pack and \$1.49 for a single-serve.

*Hero-WhiteWave* is a strategic joint venture between Switzerland-based Hero Group and WhiteWave Foods Company, a wholly owned subsidiary of Dean Foods Company (NYSE: DF) based in Broomfield, Colo. Visit [www.fruit2day.com](http://www.fruit2day.com) for more information.

#### ABOUT HERO GROUP

Hero Group, an international nutrition-focused branded consumer-foods group, was founded in 1886 in Switzerland, and is committed to producing high-quality, nutritious products in its core product categories of Infant Nutrition and Fruit. Hero's operations are based predominantly in Europe, North America and Middle East Africa. In North America, Hero markets leading brands in Infant Nutrition (Beech-Nut), Decoration & Seasonal Products (Cake Mate, Paas, Pumpkin Masters, Houston Harvest) and Jams (Hero).

## ABOUT WHITEWAVE FOODS

WhiteWave Foods was established when Dean Foods Company consolidated much of its branded business into one consumer packaged goods organization. Headquartered in Colorado, the company is a pioneer in creating healthy, innovative, responsibly produced foods, including organic and natural leaders Horizon Organic(R), Silk(R) Soymilk and Rachel's(TM) yogurt, and indulgent favorites International Delight(R) and LAND O'LAKES(TM) cultured and liquid dairy products. For more information, visit <http://www.whitewavefoods.com>.

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