



1st June, the World Milk Day

Parmalat celebrates the event with the Milk&Smile Project

Parma, May 31st, 2011 - Tomorrow, the 1st of June 2011, **Milk Day**, the worldwide event set up by Fao in 2001 to underline the importance of this precious beverage, will be celebrated. Parmalat, the main sponsor of Summilk, the world summit of the International Dairy Federation, that will take place in Parma from 15 to 19 October 2011, has decided to celebrate the Milk Day with the Milk&Smile project.

Milk, the protagonist of our breakfast, with its universally renowned nutritional properties, is also fit for consumption during the whole day: from a mid-morning snack to a sport drink after exercising, to the classical “goodnight” glass of milk.

Milk is also good for psychophysical wellness, as it merges nutritional and evocative values: in addition to proteins, lipids, sugars, minerals and vitamins, it also contains “protein fragments” (such as casomorphins) with several biological properties, among which its ability to positively influence the emotional sphere; milk evokes positivity, serenity, peace, sense of family and human warmth, sense of community and connections. Its colour, white, has also a highly positive value. Therefore milk is not only a primordial food par excellence, but is also a drink that puts in a good mood.

The medical-scientific world asserts that our wellness is the result not only of healthy and proper nutrition but also of an active life. Starting from that, Parmalat launches the Milk&Smile project, which aims at spreading “milk culture” by promoting the joyful and peaceful image connected to this precious food, in addition to health and wellness, mainly when combined with an active life.

Among the first initiatives, Parmalat will sponsor a social network for all enthusiasts of movement that will allow them to meet other people with whom practising sport and sharing their love for fitness and wellness especially together. This will represent one of the communication channels for Milk&Smile, to which other channels connected to the future initiatives within the Milk &Smile will be added over the next years.

The Parmalat Group is one of the few major Italian multinationals in the food industry and a global player in the production and distribution of foods that are essential for everyday wellness: milk, dairy products (yogurt, cream based sauces, desserts and cheese) and fruit beverages, which generated revenues of about 4.3 billion euros in 2010.

About 14,000 people work at Parmalat's facilities in Europe, the Americas, Africa and Australia. The Group is present in 16 countries with 69 factories and in 10 countries through licensing agreements. Parmalat has a strong tradition of innovation and develops products with a high value added to improve the diet of its customers with fresh dairy and UHT products and Extended Shelf Life milk. Our global brands are Parmalat for milk and dairy products and Santàl for fruit beverages. Fibresse, Omega3, Physical, Vaalia and Zymil are international brands dedicated to functional products with a high value added. Among other local brands that play a key role in their respective markets, the most important include: Lactantia and Black Diamond in Canada; Pauls and Ice Break in Australia; Bonnita, Everfresh and Melrose in South Africa; Berna, Blu Premium, Centrale del Latte di Roma, Lactis and Latte Sole in Italy.

Parmalat S.p.A., the Group's Parent Company, has been listed on the Italian Stock Exchange since October 6, 2005. www.parmalat.com

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