



The Galactic Wellness Tour starts today sponsored by the Ministry of Agriculture and with the contribution of Centrale del Latte di Roma

Roma, August 9th, 2011 - The Galactic Wellness Tour is an initiative of the Child Movement Onlus Foundation under the patronage of the Ministry of Agriculture and Forestry and the contribution of the Centrale del Latte di Roma, a subsidiary of the Parmalat Group, to spread the culture of healthy and proper nutrition.

The operation will take place on the coast of central Italy involving 70 beaches from north to south (the full list can be found at www.movimentobambino.org) and will end on 11 September. The initiative will promote a dialogue with families on holiday on the correct food nutrition in a participatory manner to spread the knowledge of the problem of obesity and to stimulate a radical change in nutrition habits. Children can play in several corners with background specially set up for photo shooting while they launch in the sky for a "galactic wellness", for their entertainment. So the game is combined with physical activity outdoors and in addition to that you can collect a free smoothie made from "Gran Sapore" milk and fresh fruit.

The element of play, which is the means of attraction and creates an healthy entertainment, allows more detailed information through the distribution of a booklet to families, containing useful information about obesity, the importance of proper nutrition and the properties of milk and fruit.

The "Galactic Wellness Tour" has a dual significance: for parents, to remember the importance of healthy food and to teach them to increase the consumption of milk and fruit in various forms such as smoothies, and for children to bring them closer fruit and milk through the game.

After a successful tender offer ended July 8 2011, Parmalat has become part of the Lactalis Group, which owns the 83.3% of the company's share capital.

A new Group is born that is the world leader in dairy products, enjoying a presence on every continent, with strong market positions and brands in all product categories: cheese, liquid milk, dairy (yogurt, cream based sauce, dessert), fruit beverages and cured meats.

With turnover of €14.7 billion euros and an overall workforce of over 52,000 persons, the new Group is present with almost 200 production sites in 35 countries. The Lactalis Group, which prior to the acquisition had an industrial presence mainly in Europe, but also in the former Soviet Union, the Middle East and the United States, is fully complementary with Parmalat, whose production sites are essentially located in Italy, Canada, South America, South Africa and Australia.

Parmalat S.p.A. is listed on the Italian Stock Exchange.

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