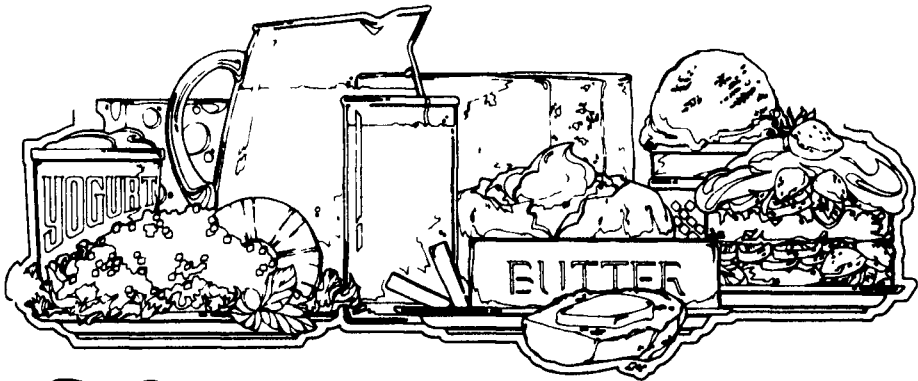


Enjoy the Good Things in Life!



...Thanks to the dairy farmer families who provide milk all year long for butter, cheese, ice cream and other dairy-delicious foods.

Celebrate June Dairy Month

American Dairy Association and Dairy Council, Inc.

1853 East Third Street
Williamsport, PA 17701
717-323-2552

Get Mooovin' With Milk During June Dairy Month

WILLIAMSPORT, PA — The American Dairy Association and Dairy Council (ADADC) will urge consumers to "Get MOOOvin' With Milk!" this summer, as part of June Dairy Month activities. ADADC is sponsoring the program on behalf of Pennsylvania area dairy farmers.

Milk and ice cream are the featured products for the promotion. There are a number of elements being used in order to reach consumers. These include: supermarket displays, broadcast advertising and consumer offers.

SUPERMARKET DISPLAYS

From June 1 - July 31, over 2,000 supermarkets throughout ADADC's region will carry milk and ice cream display materials. The materials feature cartoon cows enjoying summertime activities such as swimming and skateboarding. Pennsylvania chains carrying the promotion include: Giant Markets, Acme, Insalaco and IGA Foodliners.

ADVERTISING

A 30-second television commercial reinforces the milk and summer theme. The spot combines shots of milk and milkshakes with

scenes of a Holstein cow wearing sunglasses while she surfs and plays volleyball. A 30-second radio commercial has also been produced.

CONSUMER OFFERS

Consumers will be offered a "MOOOscle" beach towel which sports a Holstein cow. They're available for \$9.95 plus one "REAL" Seal from any real dairy product.

The dairy industry has also signed an agreement with Sara Lee for a June 1-30 cooperative promotion. Consumers can receive a coupon for a free half gallon of milk when they mail in three UPC symbols from any variety of Sara Lee Snacks or All Butter Cinnamon Rolls.

These two offers will be made available at the supermarket dairy case on tear-off coupon pads. Milk carton side panels will also promote the Sara Lee offer.

Through the combined elements of this promotion, ADADC hopes to encourage consumer purchases of milk throughout the summer months. ADADC is a dairy promotion association funded by 20,000 dairy producers from Pennsylvania, New York and New Jersey.

Patz

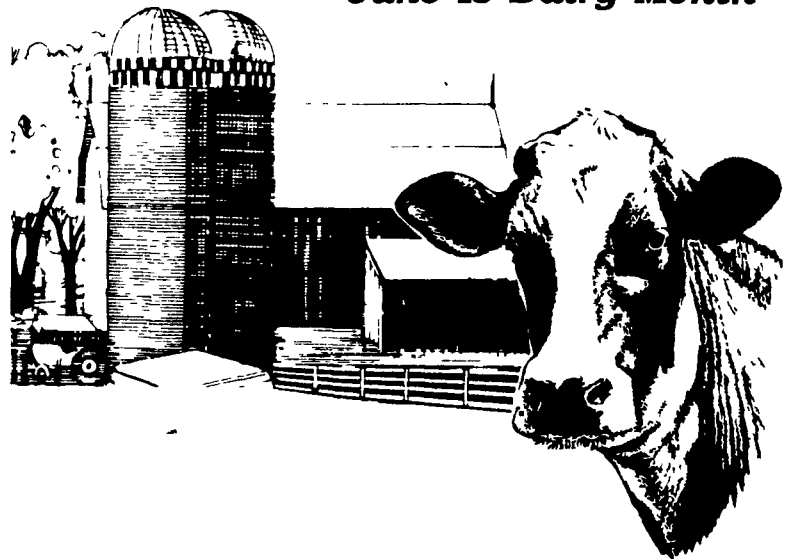
Coming
And
Going...

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Split Lot or Single Lot!**

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"June Is Dairy Month"



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