

November 18, 2009  
Meiji Dairies Corporation  
Yoplait Group

**Meiji Dairies Corporation and Yoplait Group Announce  
Business Partnership  
To Launch New Yoghurt Products under Common Brand “meiji Yoplait” in March  
2010**

Meiji Dairies Corporation (Head Office: Tokyo, Japan ; President and Representative Director: Shigetaro Asano) and Yoplait Group (Head Office: Boulogne, France; CEO : Lucien Fa) have signed a business partnership contract (license contract).

Meiji Dairies Corporation has signed a license contract with Yoplait Group for exclusive use of the Yoplait brand and trademarks owned by the Yoplait Group within Japan, exclusive use of technological know-how proprietary to Yoplait Group and exclusive dealership of products using such know-how in Japan.

Based on this contract, new products will be launched for sale under the common brand **“meiji Yoplait”**.

The first series of new products will be introduced to the market in March 2010, which integrate the know-how of both Meiji Dairies Corporation and Yoplait Group.

The contract and new products are outlined below.

1. Outline of License Contract

<b>Item</b>	<b>Description</b>
<b>Contract type</b>	License contract
<b>Coverage</b>	(1) Exclusive use of Yoplait brand and trademarks owned by Yoplait Group (2) Exclusive use of technological know-how proprietary to Yoplait Group and exclusive dealership of products using such know-how
<b>Parties</b>	• Meiji Dairies Corporation • Yoplait Group
<b>Applicable country</b>	Japan
<b>Applicable product range</b>	Yoghurts, lactic acid bacteria beverages, desserts, etc.

2. Common Brand Logo



3. Outline of Products to be Sold in March 2010

(1) Healthy fruit-containing yoghurt that comes in a tube for easy consumption.

A total of 3 references will be launched: 2 flavors each in a 6 pack and 1 flavor in a 2 pack.

(2) Mild yoghurt with combination of 2 flavors in a single-serve cup. A total of 3 references will be launched.

**About Meiji:**

Meiji Dairies Corporation is the biggest dairy company in Japan and our sales revenues amount to \$5.3 billion (calculated at current yen-dollar exchange rate \$1=89yen).

Our business fields are wide-ranging including milk, yogurt, cheese, ice cream and infant milk. Especially in the yogurt category, our sales revenues are over &1.1 billion and we possess leading Japanese brands such as “meiji Bulgaria” and “meiji Probio”.

**About Yoplait Group:**

Yoplait is the number two brand world-wide in the Fresh Dairy Product category, which is worth more than €30bn. Through a network of wholly owned subsidiaries and franchised partners, Yoplait Group produces yogurts and dairy desserts in over 30 factories spread over five continents. The Yoplait branded products are marketed in over 75 countries and generate retail sales in excess of €3,5bn.

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