

MEDIA RELEASE

Reid's Dairy FIRST with FRESH TWIST on milk since 1915.

April 4th, 2007 (Belleville, ON) – Holy Cow! **Reid's Dairy**, Canada's one of a kind, family operated success story since 1910, is leading the industry in innovative thinking. Inspired by a long-standing commitment to exceed their customer expectations, the new FRESH TWIST package replaces the spout-type carton that dates back to 1915!

Reid's new packaging is FIRST in North America – that's big! The new design is sleeker than the traditional short, chubby carton. "As a parent myself, we're always on the go with the kids. My vehicle's drink holders weren't wide enough to hold the square bottomed carton and I knew this had to change," said Stephen Quickert, President of Reid's Dairy. "And the real *twist*, comes with the easy to open new twist cap!"

But there's more! Always a community supporter, Reid's Dairy enlisted the help of students at Centennial Secondary School to create the cool look of the new packaging. A big thank you goes out to the marketing class at Centennial. Action photos of kids playing soccer, skateboarding and cycling are emblazoned with captions like 'Get Energized', "Get Active", and "Get Fresh"!

By April 2007, enjoy your milk (white or chocolate) in a taller, slimmer, twist open package. Sizes being distributed include 250ml, 500ml with juices, creams and flavoured creams set to launch soon.

The packaging is innovative and new but the Reid's products continue to be the freshest available for you and your family.

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For Information and upcoming events:
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