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APPLEGATE FARMS LAUNCHES THE COMPANY'S FIRST YOGURT CHEESE WITH PROBIOTICS

*Leading Family-Owned Meat and Cheese Company Expands Product Offerings To
Include Top Quality Functional Foods*

Bridgewater, NJ (August 18, 2008) – Applegate Farms, the leading purveyor of antibiotic and hormone free meats and cheeses, today announces the debut of a brand new product and category for the company. Applegate Farms *Yogurt Cheese with probiotics launches* today in retailers nationwide. The new pre-sliced cheese is a mild, creamy twist in functional foods. Each slice contains probiotics which are beneficial microorganisms in the form of live active cultures that have been proven to promote digestive health and improve immune function. These "good" bacteria combined with Applegate Farms top quality yogurt creates a delicious cheese that is produced from cows not treated with rBGH and is lactose free, meeting Applegate Farms strict quality standards.

Applegate Farms new yogurt cheese is made from yogurt that is certified with "live and active cultures," having at least 100 million bacteria per gram at the time of manufacture. There are three main probiotic strains found in Applegate Farms Yogurt Cheese: *Lactobacillus acidophilus*; *Bifidobacterium bifidus* and *Lactobacillus casei*. Because these active cultures are not heated after fermentation, they retain their integrity throughout the cheese-making process. Although the presence of active cultures diminishes over time, Applegate Farms Yogurt Cheese still delivers approximately 1 billion live active cultures after six months of shelf life.

"More and more studies are suggesting that digestive wellbeing will trump heart health as the number one health concern. The consumer is becoming increasingly aware of the decline in nutritional health and is constantly seeking easy and sensible ways to incorporate better foods and more nutrients in their diet," said Steve McDonnell,



Founder/CEO, Applegate Farms. “We worked hard creating a delicious probiotic option that consumers can easily incorporate into their diets and lives up to Applegate’s standards of taste, truth and trust.”

Probiotics are beneficial microorganisms in the form of live active cultures. They are friendly bacteria that live in the digestive system and are believed to have a number of health benefits while making it difficult for harmful pathogens to survive.

Probiotics are believed to:

- ∞ Increase digestive health
- ∞ Increase immune system functionality
- ∞ Decrease allergies and asthma
- ∞ Decrease negative digestive effects of antibiotics
- ∞ Help to decrease the risk of colon cancer

All of Applegate Farms products are created with the mission to make the best tasting products with only natural ingredients. Every one of the more than 300 family farms with which Applegate Farms works conducts all of their farming practices with integrity, treating both their land and their animals with the utmost respect. Applegate Farms animals are never given antibiotics, hormones or artificial growth promoters. All of the company’s products are made with natural and organic ingredients and are minimally processed, allowing for a wholesome texture and taste.

For more information, please visit www.applegatefarms.com

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