



Purchase by the Yoplait Group

## **Liberté, more than ever determined to remain a Canadian leader in fresh dairy products**

**Montreal, December 20, 2010**—In the wake of the sale of Liberté to the Yoplait Group, Liberté's management would like to reiterate their determination to remain a leader in their activity sector in Canada.

"Founded here in Quebec in 1936, Liberté has always been able to meet its customers' changing needs. Today, we hold a strategic position in the Canadian market and I would like to reiterate to our loyal customers that Liberté fully intends to continue to hold a special place in their daily lives," said Mr. Martin Valiquette, Director General of Liberté.

Last week saw the acquisition of Liberté by the Yoplait Group. Yoplait, the international leader in yogurt production, has its headquarters in France. It sells and manufactures yogurt in Europe and grants licences for the Yoplait brand to manufacturers around the world.

For his part, Mr. Lucien Fa, President of the Yoplait Group, wished to restate that Yoplait's purchase of Liberté represented the acquisition of a product line that carries with it a tradition of excellence, quality and commercial success. "The quality of Liberté's products is essential for us. Our desire is to maintain this quality, which has been at the heart of Liberté's success in Canada, at the highest possible level."

Furthermore, it is important to point out that, in its new form, Liberté will not seek a business relationship with Yoplait brand products in Canada, which are manufactured by the licence-holder Aliments Ultima. Liberté will continue its activities at its headquarters in Saint-Hubert, Quebec.

"Liberté will continue to produce and develop the same great products that are so well appreciated by customers. That is our most sincere commitment. We are here to stay and continue to play a part in the healthy lifestyles of our clients," Mr. Valiquette concluded.

Founded in 1936, Liberté initially produced cream cheese and cottage cheese at the corner of St. Urban and Duluth in Montreal. In 1964, Liberté branched out into the manufacturing of yogurt with its new facility in Brossard. Having developed its brand in Quebec, Liberté remains determined to offer a range of entirely natural authentic products. Today, Liberté offers over 100 products, including various types of yogurt, kefir, cheese, sour cream and tofu distributed in Canada and the north-eastern United States. Liberté employs 560 people in Canada, of whom nearly half work in Quebec.