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Cleveland Browns Score with Touchdown Milk, Healthy Eating

COLUMBUS, Ohio– Touch Down™ milk, a new Cleveland Browns-branded product line, hits the dairy case this week at Cleveland area Giant Eagle grocery stores.

Distributed by Ohio based processor Reiter Dairy, Touch Down lowfat milk is packaged in 16-oz. plastic bottles and is available in three great tasting flavors: Choco-Dawg (chocolate), Nilla-Dawg (vanilla) and Straw-Dawg (strawberry). The attractive milk bottle features the Cleveland Browns Dawg and the 3-A-Day of Dairy™ logo, which reminds families to get three daily dairy servings as recommended by the U.S. Dietary Guidelines for Americans.

“Most of us aren’t meeting the daily requirement for calcium, which puts us at risk for osteoporosis later in life, “ said Mike Sieminski, registered dietitian with the American Dairy Association Mideast. “Touch Down milk offers a nutritious and delicious beverage option that’s fun to drink. And, one bottle provides almost a third of our daily calcium needs.”

Touch Down milk is part of a larger partnership between the Cleveland Browns and the American Dairy Association Mideast. The American Dairy Association, through it’s 3-A-Day of Dairy nutrition marketing program, has teamed with the National Football League to help educate kids about the importance of healthy eating, including three servings of milk, cheese and yogurt each day, and daily physical activity. Locally, the American Dairy Association Mideast is collaborating with the Cleveland Browns to reach kids through school cafeteria promotions, public relations activities and retail promotions.

“The American Dairy Association Mideast is pleased to introduce Touch Down milk,” said Scott Higgins, CEO for American Dairy Association Mideast. “Partnering with the Cleveland Browns and associating their image to wholesome, nutritious milk, is a good way to encourage children and adults to get 3-A-Day of Dairy.”

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American Dairy Association Mideast is a farmer-funded organization responsible for increasing demand for dairy products on behalf of dairy farmers in Ohio and West Virginia. For more information, visit www.drink-milk.com or www.3aday.org.

The **3-A-Day™ of Dairy** nutrition education and marketing program was launched by the American Dairy Association®/National Dairy Council® (ADA/NDC) in January 2003. 3-A-Day™ of Dairy is supported by integrated marketing efforts including retail promotions, public relations, online marketing and advertising. The 3-A-Day™ of Dairy logo is a mark owned by DMI.

Touch Down Milk™ is a Registered Trademark of American Dairy Association Mideast.

Reiter Dairy services most of Ohio, including the Cleveland, Akron, Canton, Dayton, Columbus and Springfield markets. Reiter Dairy’s roots begin shortly after World War I, when Ralph Reiter entered the butter business. Throughout the years, Reiter has led the way for dairy innovation in Ohio, and has grown to become the number one brand of milk in Ohio.

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