



**FOR IMMEDIATE RELEASE**

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**Roth Käse USA Ltd Agrees to Strategic Partnership with  
Emmi International Ltd**

**MONROE, Wisconsin**—Roth Käse USA Ltd. (Roth Käse), the Monroe, Wisconsin-based manufacturer and marketer of a wide range of handcrafted specialty cheeses, has agreed to enter into a Marketing and Technology Agreement with Emmi International Ltd. (Emmi), the leading Swiss manufacturer, marketer and exporter of cheeses and other innovative dairy products.

The partnership will allow Roth Käse to accelerate plans to expand its production and curing capabilities, while permitting Emmi to strengthen and expand distribution of their Swiss specialties in the US market. The activities of Emmi's North American sales and marketing subsidiary, Emmi USA, are expected to remain unchanged. As part of the Agreement, Emmi will assume a minority interest in Roth Käse.

Fermo Jaeckle, along with Felix and Ulrich Roth, founded Roth Käse USA in 1991 to manufacture and bring to market high-quality US produced specialty cheeses. Since that time, Roth Käse and its master cheesemakers have

contributed significantly to transforming specialty cheesemaking and marketing in Wisconsin from a largely regional cottage industry to one of national repute and scale: Today, Roth Käse employs over 100 people, has revenues in excess of US \$ 50 million, and distributes its cheeses throughout the US to both the specialty retail and foodservice markets. Over the years, Roth Käse cheeses have won more than 100 awards in regional, national and international competitions.

In Europe, Emmi is regarded as an innovative premium dairy company, and is the leading exporter of cheeses from Switzerland to key international markets. With sales revenues in excess of US \$ 1.5 billion, Emmi employs over 3,000 people, and is listed on the Swiss stock exchange (SWX) under the symbol EMMN.