



FOR IMMEDIATE RELEASE

Contact: Linda Funk
1-866-430-2590 ext 241

Date: December 3, 2009
Photos: Available upon request

New Management Team at Emmi - Roth Käse USA

Emmi AG announces new appointments in their US division, effective November 16th, 2009. While Emmi USA and Roth Käse USA will continue to operate as separate legal entities for the foreseeable future, the companies will be governed by a combined Executive Committee. The combined leadership structure is as follows:

Fermo Jaeckle has been appointed Chief Executive Officer of Emmi - Roth Käse USA, as well as a member of the Board of Directors and Executive Committee. Mr. Jaeckle has over 30 years of experience in the cheese industry. Prior to founding Roth Käse USA in 1991, he was Executive Vice President of Otto Roth Co., Inc. (later Dorman-Roth Foods), a leading importer, marketer and distributor of perishable specialty cheese.

Steve McKeon has been appointed President and Chief Operating Officer of Emmi - Roth Käse USA, as well as a member of the Board of Directors and Executive Committee. Mr. McKeon has served as President of Roth Käse USA since the company's inception in 1991. He has more than 40 years of experience in food marketing for retail, deli/specialty, and foodservice products. This experience includes over 25 years in management of cheese companies. Mr. McKeon's professional experience includes positions at Dorman-Roth Foods, Kaukauna Cheese Company, the Royal Cake Company, and H.J. Heinz.

Steve Millard has been appointed Senior Vice President of Sales of Emmi - Roth Käse USA, as well as a member of the Board of Directors and Executive Committee. Mr. Millard has over 20 years of sales experience in the consumer packaged goods industry. Prior to joining Emmi USA in 2007, he worked for The Dannon Company. During his 10 year tenure at Dannon, Mr. Millard held numerous positions within Retail and Foodservice sales, concluding his career there as the Vice President of Sales . Foodservice.

Rene Weber has been appointed Vice President of U.S. Production and International Special Projects of Emmi - Roth Käse USA, as well as a member of the Executive Committee. Mr. Weber is a Swiss Federal Master Cheese Maker and manager with more than 27 years experience in project and plant management, dairy and cheese processing, strategic planning, and production technology. His responsibilities will include managing production, designing, developing, and managing new product lines, project design and management, and quality management of imported and domestically produced goods.

Jim Natzke has been appointed Vice President of Operations of Emmi - Roth Käse USA, as well as a member of the Executive Committee. He will continue his role as General Manager of the Monroe, Wisconsin operations. Mr. Natzke has over 20 years of experience in the dairy

industry. Since joining Roth Käse USA in 1998, he has advanced through the position of Operations Manager, overseeing production and curing of cheese, to the role of General Manager, managing distribution, procurement and customer service functions. His responsibilities will include developing and implementing strategies to manage domestic cheese production, logistics and the supply chain for Emmi Roth Käse USA.

Joe Alessio has been appointed Vice President of Finance, Controlling, and IT of Emmi - Roth Käse USA, as well as a member of the Executive Committee. Mr. Alessio is an accountant with 16 years of experience in cheese importation/distribution. He will be responsible for overseeing the accounting function, in addition to the IT needs of the company.

Jim DeLaurentis will continue in his role as General Manager of the Valley Cottage, New York operations, and has been appointed a member of the Executive Committee of Emmi - Roth Käse USA. Mr. DeLaurentis has over 35 years of experience in the cheese industry. He has served as General Manager of Emmi USA since 2004, and will continue his responsibilities of license & quota management, supply chain coordination with Switzerland, and sales support in cooperation with QA, Marketing & Finance.

Guido Kälin has been appointed Vice President of Marketing of Emmi - Roth Käse USA, as well as a member of the Executive Committee. Mr. Kälin has been working for the Emmi Group as Head of Marketing - Cheese Division in Switzerland for the past five years. He will join the Emmi Roth Käse USA team in March 2010, and will be responsible for marketing strategy, the innovation pipeline, and marketing and communication tactics.

###