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Photos: Available upon request

**Roth Käse USA Wins Five Awards
At 2009 American Cheese Society Competition**

MONROE, Wis. – Roth Käse USA cheeses captured five awards at the 2009 American Cheese Society Competition in Austin, Texas, including three blue ribbons for Valfino, St. Otho, and GranQueso. This year's competition drew a record-breaking 1,327 entries from 197 companies in 32 U.S. states, as well as Canada and Mexico.

Valfino, a velvety semi-soft cheese with a dynamic flavor profile rich in beefiness, earthiness and a hint of spice and fruit, took top honors in the competitive American Originals (Cow's Milk) category. St. Otho, a low fat washed rind cheese handmade in small batches, earned first place in the Low Fat/Low Salt Cheeses category. Rounding out the triple blue ribbon play was GranQueso, which has won top honors in the Hispanic and Portuguese Style Cheese category for the sixth year in a row. Shelf cured for at least six months, GranQueso is similar to a Spanish Manchego, yet crafted with cow's milk, creating a distinctive bite and lingering sweet finish.

Roth Käse USA also captured a second place ribbon for Petite Swiss in the American Made/International Style Category and third place in the Flavored Cheeses category for Peppadew™ Havarti.

"It truly takes a team effort to craft award-winning cheeses, and these repeated awards underscore our team's continuing commitment to cheesemaking excellence," said Fermo Jaeckle, Chief Executive Officer.

For more information on Roth Käse cheeses, contact: Kirsten Jaeckle, Director of Marketing, phone 608.845.5796 ext. 5, or visit www.rothkase.com.

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Roth Käse USA is a Wisconsin-based manufacturer and marketer of specialty cheeses, known for the skill of its expert cheesemakers and cellar-curing cheese masters. Roth Käse cheeses have won more than 100 awards in regional, national and international competitions in the past decade and are distributed across the nation.