



## **A2 Dairy Products Australia and Jalna Dairy Foods Announce Strategic Relationship for Yoghurts**

**Thursday 29<sup>th</sup> October 2009**

Freedom Nutritional Products Limited (ASX code: FNP) and A2 Corporation Limited (NZ code: ATM) today announced that their joint venture company, A2 Dairy Products Australia Pty Ltd (A2DP) and Jalna Dairy Foods Pty Limited (Jalna) have entered into a licence and supply agreement to enable Jalna to manufacture, market and sell a range of A2 branded yoghurts on an exclusive basis in Australia.

Mr. Geoff Babidge, A2DP's Chairman said the agreement was a significant milestone in the development of the A2DP business and brand on the back of strong growth in sales of a2 branded fresh milk across mainland Australia.

"Jalna is a long established innovative Australian owned dairy food company, committed to producing quality nutritious yoghurts for the Australian market with very strong brand credentials. Their focus on high quality pot set yoghurts allied to their manufacturing, marketing and distribution capabilities makes them the ideal company to launch A2 yoghurts in Australia. " said Mr. Babidge.

### **Details of Agreements**

The Licence Agreement will enable Jalna to develop, manufacture, market and distribute dairy yoghurts co-branded as A2 utilising A2DP's intellectual property on an exclusive basis for the Australian market. Licence fees will be paid by Jalna during the term of the agreement.

The Supply Agreement provides for A2DP to supply A2 certified milk and dairy product ingredients for use in the manufacture Jalna's A2 yoghurt range.

It is intended an initial range of Jalna A2 yoghurts will be launched in retail supermarkets during 1<sup>st</sup> half calendar 2010.

### **About a2 Milk™**

a2 Milk™ is a great tasting, pure, natural dairy milk with no additives. It is rich in protein, calcium and vitamins as it is produced from dairy cows the way nature originally intended. a2 Milk™ contains no additives and it is not in any way genetically modified.

There are 2 main forms of the beta casein protein found in dairy milk today. a2 Milk™ is dairy milk containing only the A2 type of the beta casein protein, which is the original type of beta casein protein.

Originally, before intensive selective breeding, all dairy cows produced milk containing only the A2 form of beta casein protein. Over many generations the A1 form of protein appeared through natural genetic mutation and has become the most common form in today's herds and their milk. a2 Milk™ is different – it is sourced from dairy cows that produce milk containing only the A2 beta casein protein.

Research has demonstrated that the 2 proteins are digested differently. A2 beta casein is digested into potentially useful bioactive peptides whereas A1 produces significant amounts of a peptide called BCM-7, a strong opioid.

Studies suggest that consuming dairy milk containing only the A2 type of beta casein protein as part of a balanced diet may provide protection from a range of intolerances and allergies and assist digestive wellbeing.

Beta casein found in human milk, as well as other mammals, is A2 like with no A1 proteins present.

**For further information:**

**Freedom Nutritional Products Limited:**

Rory Macleod  
Executive Director  
Mobile: 0414 418 939  
Email: [rmacleod@fnpl.com.au](mailto:rmacleod@fnpl.com.au)

**A2 Corporation Limited**

David Mair  
Executive Director  
Mobile: New Zealand + 64 21 708 021  
Email: [d.mair@xtra.co.nz](mailto:d.mair@xtra.co.nz)