

FOR IMMEDIATE RELEASE



## GLOBAL ICONS AND SILK® BRING NATURE'S PERFECT PROTEIN INTO LICENSING

LOS ANGELES, CA - February 23, 2010 - Today, Silk®, the number one soymilk brand in the U.S., and Global Icons, the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks, announced an exclusive licensing partnership.

Global Icons will develop and leverage strategic licensing partnerships to strengthen Silk's brand penetration and help increase the depth of consumption through the launch of new food categories in the refrigerated, shelf-stable and snack aisles. The licensed food program will diversify the brand portfolio across a variety of health and wellness oriented categories.

"Silk's wholesome nutrition, smooth and delicious taste and environmental leadership have helped make it the number one soymilk brand in the world," said Craig Shiesley, Vice President of Silk. "This partnership allows us to further leverage and expand upon that popularity, expanding the reach of the brand even further."

Deemed the pioneer of the refrigerated soymilk category, Silk provides consumers a healthy alternative to live well and feel great, with each glass containing as much calcium as milk. With a focus on responsible sourcing that centers around the wellness of the environment, community and consumers, Silk Soymilk is made from an all-natural complete protein, grown straight from the Earth. Coined as Nature's Perfect Protein, soy is the only commonly consumed plant-based protein that contains all the amino acids required for optimum health. Silk's core product line of refrigerated and shelf-stable soymilk, yogurts and creamers all contain a signature smoothness that provides consumers a wholesome feeling of natural strength and promotes a healthy balanced lifestyle through dietary options.

"Silk has always been at the forefront in addressing consumer's growing concern with nutrition and maintaining a balanced lifestyle," said Jeff Lotman, CEO of Global Icons. "Global Icons will help expand Silk's innovation pipeline through the emergence of new food categories and continue its reputation as the market leader in heart smart soy."

**About Silk** ([www.silksoymilk.com](http://www.silksoymilk.com))

Silk Soymilk was launched in 1996 and is the best-selling soymilk brand in the country. Not only do Silk products taste delicious, a cup of Silk contains as much calcium as a cup of milk and is loaded with soy protein, which when consumed as a part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. Silk is available in virtually all major supermarket chains and the complete product line includes a number of varieties and flavors to meet specific tastes and nutritional needs.

**About WhiteWave Foods** ([www.whitewavefoods.com](http://www.whitewavefoods.com))

WhiteWave Foods was established when Dean Foods Company (NYSE: DF) consolidated much of its branded business into one consumer packaged goods organization.

Headquartered in Broomfield, Colorado, WhiteWave Foods is a pioneer in creating healthy, innovative, responsibly produced foods, including organic and natural leaders Horizon Organic and Silk Soymilk and indulgent favorites International Delight and LAND O` LAKES.

**About Global Icons** ([www.globalicons.com](http://www.globalicons.com))

Global Icons is the premier brand licensing agency specializing in the development and extension of corporate brands and trademarks. On behalf of its ever-expanding roster of clients, the company's goal is to increase brand awareness and revenue through the establishment of new products, distribution channels and revenue streams. Select clients include Acura<sup>®</sup>, Bennigan's<sup>®</sup>, Captain Morgan<sup>®</sup>, Chuck E. Cheese's<sup>®</sup>, Cold Stone Creamery<sup>®</sup>, Consumer Guide<sup>®</sup>, Crock-Pot<sup>®</sup>, Cutex<sup>®</sup>, Duraflame<sup>®</sup>, Hollywood, Honda<sup>®</sup>, Honda<sup>®</sup> Motorcycle, Horizon<sup>®</sup>, Humvee<sup>®</sup>, Jacuzzi Brands, Tonino Lamborghini, Mr. Coffee<sup>®</sup>, Mrs. Fields<sup>®</sup>, Oster<sup>®</sup>, Silk<sup>®</sup>, Spic and Span<sup>®</sup>, Steak and Ale<sup>®</sup>, Sunbeam<sup>®</sup>, and UPS<sup>®</sup>, among others.