

FOR IMMEDIATE RELEASE



## GLOBAL ICONS AND HORIZON<sup>®</sup>: A NEW PARTNERSHIP, GROWN ORGANICALLY

LOS ANGELES, CA - February 3, 2010 - Today, Horizon<sup>®</sup>, the nation's leading brand of certified organic dairy, 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 build upon Horizon's leadership in developing healthy, nutritious products in the organic food space, by developing and managing new strategic licensing partnerships that align with the brand's positioning and reinforce its consumer promise. The program will further diversify the brand portfolio in the frozen, refrigerated, snack and supplement aisles.

"Horizon has always provided great-tasting dairy products that make it easy for moms to offer their kids nutritious options," said Tyler Holm, Commercial Director for Horizon. "This partnership will enable the brand to bring organic and natural solutions to more families in more places."

Centering on high-quality, tasteful and responsibly produced dairy food products, Horizon pioneered the organic industry as the first company to supply organic milk nationally. With a fundamental principle of producing all products with integrity, compassionate animal care and environmentally sustainable practices, Horizon works with nearly 500 organic family farms across the United States and continues to help additional farms transition to organic practices. Its accomplishments in new dietary improvements, including the addition of DHA Omega-3 fatty acid in its products, endorse a healthy and balanced lifestyle for parents to provide to their children. Horizon's existing proprietary line includes a variety of milk, cream, cheese, cottage cheese, cream cheese, butter, and yogurt products.

"Global Icons is excited to partner with Horizon, a company that not only encourages a healthy lifestyle for moms and children but also emphasizes the importance of sustainability and wholesome values," said Jeff Lotman, CEO of Global Icons. "We will strategically craft licensing agreements that extend the brand's commitment to promoting a nutritious natural way of life."

**About Horizon** ([www.horizondairy.com](http://www.horizondairy.com))

At Horizon, we believe the choice for a healthy family and a healthy planet should be an easy one. We offer a delicious variety of certified organic dairy products and innovative natural dairy offerings to satisfy a broad range of consumer needs. Our commitment to a healthier planet includes offsetting the energy used to produce our products with clean, renewable wind power. In addition, we work with nearly 500 certified organic family farms and in 2008 alone kept more than 17 million pounds of pesticides, herbicides and fertilizers out of the environment. Founded in 1991, Horizon was a pioneer in the organic industry, the first company to supply organic milk nationally, and remains committed to providing great-tasting dairy products that make it easy for moms to provide nutritious options for their kids.

**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>, The Hershey Company, 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.