

To: Food Service Directors

August 28, 2007

Subject: Schneider's Dairy Update: Guidelines for Nutritional Standards for Competitive Foods in Pennsylvania Schools 2007-2008 School year

Dear Friends,

In continuing our industry leadership role serving the school districts of Pennsylvania, we would like to share the 2007-2008 Nutrition Standards for Competitive Foods.

Recently, we had the opportunity to meet with the Pennsylvania Department of Education Food Service Division. The purpose of our meeting was to review the 2007-2008 Guidelines and further more evaluate the compliance of Schneider's offerings under the guideline recommendations.

In establishing a proactive industry position, Schneider's has again formatted their product portfolio to be 100% compliant to the 2007-2008 Nutrition Standards for your district selection.

Additionally, please find informational presentations for the: New Look of Milk-8oz plastic, re-closeable bottles and "The New Look of Juice" also available in the plastic 8oz, re-closeable bottles. Both are available for 2007-2008 school year. All applicable nutritional and ordering information is provided. Both product groupings are designed to increase student consumption, while providing the most compliant and nutritional products available.

As our continued commitment to your school district, we will work diligently with your Food Service Department, providing nutrition education programs, materials and Wellness Program assistance i.e. Health Fairs, Fund Raising, Class Room Party's.

Moving forward we remain committed to the 2007-2008 Nutritional Standards and are available for meetings, consultations, or to provide individual district guidance.

We thank you for you're past support and look forward to again serving your students in the 2007-2008 school year.

Sincerely,

Joseph M. Pysola Jr.
Director of Sales and Marketing