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**Coleman Dairy Foods Markets Fresh Dairy Products
Under Hiland Dairy Foods Name, Beginning January 2013**

Springfield, Mo. - - Coleman Dairy Foods will begin marketing its fresh, local, high quality milk and dairy products under the Hiland Dairy Foods label, beginning in January 2013. The move will solidify the synergy between two of the country's finest family-owned and -operated dairy farms, under one fresh name.

"This will be a great match of farmer-owned dairies," says Gary Aggus, president/general manager of Hiland Dairy. "Blending the Hiland & Coleman Dairy brands is a natural progression that ensures we'll continue to deliver the same fresh, high quality milk and tasty dairy foods that consumers have enjoyed for generations."

Coleman Dairy has been a division of Hiland Dairy since 2006. Combined, the companies have served for 220 years as the Midwest's finest local dairies, producing pure, fresh-from-the-farm wholesome milk and dairy products.

Retail demand to have one label and one UPC across multiple states/markets came into consideration with the decision to consolidate brands. The result will be savings for the retailer and the consumer.

Hiland Dairy is an 11-plant operation with locations in Arkansas, Kansas, Missouri, Nebraska and Oklahoma. As a full-service dairy, Hiland's quality products include milk, ice cream, yogurt, cottage cheese, sour cream and dips, half and half, whipping cream, orange juice, butter and cheese. The company serves customers in several states, including Arkansas, Colorado, Iowa, Kansas, Missouri, Nebraska, Oklahoma and Texas.

"The only thing changing is the label on the outside of the milk and dairy product containers and the familiar milk splash image will remain the same," says Aggus. "Under the Hiland brand, Coleman is still the same, local, farm-owned dairy that has delivered wholesome products to its customers for one-and-a-half centuries and will continue to produce milk right here in Little Rock."

And, under the Hiland Dairy Foods label, Coleman products will continue to be naturally nutritious and always free of artificial growth hormones.

About Hiland Dairy

Hiland Dairy is proud to be farmer-owned by families who are committed to preserving the land and their way of life for future generations. For over 70 years, Hiland Dairy has delivered pure, wholesome milk and dairy products fresh from our farms to your table. Hiland Dairy is an 11-plant operation with locations in Arkansas, Kansas, Missouri, Nebraska and Oklahoma. As a full-service dairy, Hiland's quality products include milk, ice cream, yogurt, cottage cheese, sour cream and dips, half and half, whipping cream, orange juice, butter and cheese. Hiland Dairy remains committed to delivering naturally nutritious and wholesome dairy products to its customers, always free of artificial growth hormones, and always fresh and delicious. For more information, visit www.hilanddairy.com.

(Photos available upon request –please email smaier@envoyinc.com for images)