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**FOR IMMEDIATE RELEASE****HILAND DAIRY INTRODUCES NEW "OUTLAW RUN" ICE CREAM**

Inspired by Silver Dollar City's New Outlaw Run Wooden Roller Coaster - Spring distribution to area retailers

Springfield, Mo. - - May 13, 2013 - - Hiland Ice Cream Company, a division of Hiland Dairy – is introducing Outlaw Run Ice Cream, a flavor that is as bold as its inspiration – Outlaw Run, the world's most daring wooden roller coaster that has just opened at Silver Dollar City in Branson, Missouri. Hiland Dairy's new Outlaw Run Ice Cream offers similar twists as it mixes chocolate chunks and swirls of sea-salted caramel in rich vanilla ice cream.

In celebration of this new product launch, Hiland Dairy is giving away a trip for four to Silver Dollar City in Branson, Missouri and the chance to ride Outlaw Run. The contest begins on May 13 and consumers can enter by visiting <http://hilandicecream.com/outlaw>.

The new \$10 million dollar attraction is the world's second fastest wooden roller coaster and the only one to twist upside down three times. In addition, the company is giving away a year's supply of Hiland Ice Cream.

"Outlaw Run is a thrill ride like none we've ever seen," says Gary Aggus, president/general manager of Hiland Dairy. "We wanted to give ice cream enthusiasts an equally exciting adventure in this new flavor."

Hiland Ice Cream is made with fresh milk and cream from local dairy farms and all products are naturally nutritious with no artificial growth hormones.

**About Hiland Dairy**

*For more than 75 years, Hiland Dairy has been delivering fresh, wholesome dairy products to the Midwest. Hiland is proud to be farmer-owned, producing dairy products with milk from local dairy farms, most located within 100 miles of our 11 Hiland Dairy plants in Arkansas, Kansas, Missouri, Nebraska and Oklahoma. As a full-service dairy, Hiland's quality products include milk, buttermilk, eggnog, ice cream, yogurt, cottage cheese, sour cream and dips, half and half, whipping cream, butter and cheese. Hiland also produces fresh orange and apple juice, lemonade and fruit punch. In addition, Hiland Dairy produces and distributes Red Diamond Tea, Health Wise Probiotic Yogurt and YoPhoria Smoothies. The company serves customers in several states, including Arkansas, Colorado, Iowa, Illinois, Kansas, Missouri, Nebraska, Oklahoma, South Dakota, Wyoming and Texas.*

*Hiland Dairy remains committed to delivering wholesome dairy products from milk that is naturally delicious and full of important nutrients – with no artificial growth hormones. We care deeply about preserving our water, land and natural resources for future generations. To that end, we also reduce waste, reuse resources and recycle what we can so that those same future generations will be able to enjoy the same high quality milk you enjoy today. For more information, images and photos, visit our media center at <http://www.hilanddairy.com/company/media-center>.*

To learn more about the new Outlaw Run Roller Coaster at Silver Dollar City, visit <http://silverdollarcity2013.com/>.