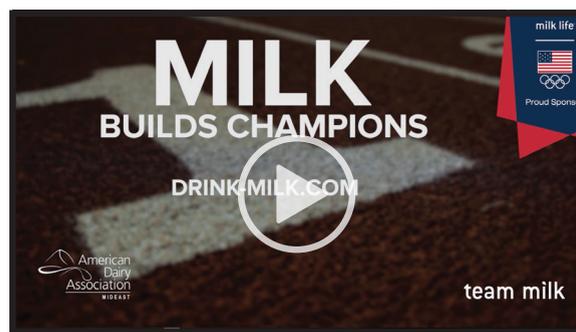




MILK BUILDS CHAMPIONS

The American Dairy Association Mideast recently took advantage of Milk Life's partnership with the U.S. Olympic Committee to create three videos featuring 2016 U.S. Olympian, Track & Field, and Ohio native Emily Infeld.

The Milk Life Olympic Program - a partnership between the U.S. Olympic Committee and the Milk Processor Education Program (MilkPEP), a dairy community of milk companies and farmers - has put together a roster of athletes who pledge allegiance to the protein-rich dietary staple.



TEAM MILK

Infeld is a member of "Team Milk," a growing list of athletes who are fueled by milk on their journeys to compete on the world's largest stage: The Olympic and Paralympic Games. Emily competed in the women's 10,000 meter race in the Olympic Games Rio 2016 and continues to push herself toward the next steps in her running career.

Team USA athletes have always trusted milk. In fact, 9 out of 10 Team USA athletes said they drank milk while growing up,¹ and many said their mom's encouragement was the reason milk was an important part of their diet.

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Infeld knows that milk gives her the fuel she needs to power through tough workouts. Now this Milk Life Ambassador is spreading the word to younger athletes, promoting good nutrition as an essential part of athletic performance.

In the short video "Milk Builds Champions," Infeld met with high school runner, Kelsey Broering, to give her some pointers on her journey to becoming an elite runner. Broering helps her dad milk about 250 cows every morning on their family's dairy farm in Maria Stein, Ohio, and after talking to Infeld, she has a better understanding of how important the milk they provide is to athletes.

¹ KRC Research conducted an online survey among retired, current, and hopeful U.S. Olympic and Paralympic athletes on behalf of MilkPEP between February 23 and March 7, 2016. The U.S. Olympic Committee and its National Governing Bodies distributed e-mail invitations with a link to the survey to its retired, current, and hopeful athletes inviting them to participate. In total, across Olympic and Paralympic sports, 1,113 completed the ten-minute survey (675 Olympians, 93 Paralympians and 345 hopefuls in training).

