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HEADLINE: Quality Chekd Names Galliker Dairy Company as a Finalist for Harlie F. Zimmerman Award

Naperville, Ill.—February 4, 2010—Quality Chekd Dairies announced today the selection of Galliker Dairy Company (Johnstown, PA) as one of three finalists for the 2010 Harlie F. Zimmerman Award for marketing excellence. Named in honor of Quality Chekd’s inaugural managing director (1949 – 1980) this award recognizes as ‘Best In Class’ a company’s clearly defined marketing objectives & strategies, creative execution and measurable results.

“It is essential that we create distinctive and impressive marketing campaigns that keep us at the top of the list when customers think about their dairy options,” said Ray Cassidy, vice president of sales and marketing for Galliker Dairy. “Being named as a finalist again for the Zimmerman Award signifies we’ve done a good job of achieving our objectives.”

Entries for the Harlie F. Zimmerman Award are judged by an independent panel that reviews each dairy’s marketing plan, promotional materials, merchandising programs, their ability to enhance brand awareness and generate positive sales results. Quality Chekd, a member-owned organization of independent dairy processors, will announce the winner at its 2010 QCS Leadership Conference held April 11-13, at the Hyatt Regency Dallas in Dallas, TX.

Outstanding marketing is a blend of creativity, message, and execution,” said Peter Horvath, president of Quality Chekd. “Finalists for the Zimmerman Award are those members whose creative ideas and strategic success was noteworthy, and this year Galliker Dairy distinguished themselves at the highest levels in these areas.”

Harlie F. Zimmerman Award winners are selected based on outstanding marketing programs that meet specific sales & profit objectives through well-planned strategies and execution. Galliker Dairy will receive a trophy in recognition of this achievement.

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