

DANNON SETTLES CLASS ACTION LAWSUIT

White Plains, NY – September 18, 2009 –In January 2008, a class action lawsuit was filed against The Dannon Company alleging misleading advertising about its Activia® and DanActive® yogurt products. Today, the parties announced that they have reached a settlement, subject to approval by the U.S. District Court for the Northern District of Ohio, in which Dannon will create a \$35 million fund to reimburse qualified consumers up to \$100 for products purchased. Additionally, Dannon will make certain changes to its marketing and labeling of these products.

Michael Neuwirth, spokesperson for The Dannon Company, said, “The Company has decided to settle the lawsuit to avoid the uncertainty and expense of further litigation and denies any wrongdoing.”

“Responsible, health-conscious consumers deserve honest advertising,” said Timothy G. Blood, the lead attorney handling the case for the firm of Coughlin Stoia Geller Rudman & Robbins LLP.

The proposed settlement covers qualified consumers of Dannon’s Activia® and DanActive® branded products. Dannon is also cooperating with the Federal Trade Commission (FTC), which is currently reviewing similar claims. The FTC routinely reviews consumer advertising and Dannon is confident the matter will also be resolved soon.

To learn more about the settlement, including the process for filing reimbursement claims and other options, consumers will be able to visit www.DannonSettlement.com or www.CSGRR.com/Dannon. For more information about The Dannon Company and its products, visit www.Dannon.com, <http://www.activia.us.com/> or <http://www.danactive.com/>. For more information about Coughlin Stoia, visit www.CSGRR.com.

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