



Official Sponsor of the NFL

Dannon® To Be Official Yogurt Sponsor of the NFL

Leading yogurt maker aims to help Americans make better food choices and enjoy yogurt every day

White Plains, New York, July 30, 2014 – The Dannon Company today announced that beginning in 2015, it will be the Official Yogurt Sponsor of the National Football League. By sponsoring one of America’s most loved professional sports, Dannon is reinforcing its commitment to bring health through food to as many people as possible and encourage Americans to eat yogurt every day.

Dannon’s investment in this major sponsorship is another bold move to help get Americans to enjoy yogurt every day. Dannon Oikos was the first better-for-you food brand to advertise in the Super Bowl, in 2012, followed by another hugely successful Super Bowl advertisement in 2014. Dannon makes a variety of traditional and Greek yogurts and smoothies under the brands Activia, Danimals, Light & Fit, and Oikos.

“Since our first Super Bowl advertisement in 2012, we’ve seen the potential to impact American families when it comes to making better food choices. We want to make yogurt more fun and more engaging because eating yogurt every day can help improve the quality of our diets, and sponsoring the NFL brings that to a whole new level,” said Sergio Fuster, Chief Marketing Officer, The Dannon Company. “Our hope is for Americans to look at yogurt – and our brands – as among the best possible choices they can make, regardless of when or how they chose to enjoy it. This is a big bet for us because we firmly believe that as a nation we have a huge opportunity to improve our eating habits, and the broad appeal and wide reach of the NFL will have a positive impact on that.”

“Encouraging people to get active and make better food choices is at the heart of our NFL PLAY 60 campaign and Dannon’s values align perfectly with those and other NFL efforts,” said Renie Anderson, NFL senior vice president of sponsorship and partnership management. “We are pleased to welcome Dannon to our family of sponsors and look forward to working with them to bring more fans closer to the game in unique ways.”

This sponsorship follows Dannon’s history of firsts, when:

- In 1942, Dannon first introduced its yogurt to the U.S. market.
- Dannon first advertised its products on radio and television beginning in 1951.
- Dannon became the first brand of fresh dairy to be available coast-to-coast, with the opening of its plant in Fort Worth, Texas in 1979.
- In 2006, Dannon introduced Activia, which is among the company’s leading brands of yogurt today.
- In 2013 Dannon reduced the sugar content of its best-selling Danimals smoothies by 25 percent.
- In 2014 Dannon became the first yogurt company to commit to the Partnership for a Healthier America to further improve the nutrient density of its portfolio of products by reducing sugar and fat.



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Further details of Dannon's sponsorship with the NFL will be announced as consumer promotions and retail activations among Dannon's brands are finalized. Similar to previous promotions, these too will be fully-integrated campaigns that engage and delight Dannon's customers.

Follow @Dannon and @Oikos on Twitter and visit their respective web sites for more information, as well as oneyogurteveryday.com to learn more about the benefits of enjoying yogurt every day.

About The Dannon Company

Headquartered in White Plains, New York, Dannon has plants in Minster, OH, Fort Worth, TX, West Jordan, UT, and Portland, OR, which makes more than 200 different flavors, styles and sizes of cultured refrigerated and frozen dairy products to serve the diverse needs of its retail and foodservice customers. Dannon brings health through food to as many people as possible via its wide offering of delicious and wholesome fresh and frozen yogurts.

Dannon is a subsidiary of Danone, and Dannon is the top-selling brand of yogurt worldwide, sold under the names Dannon and Danone. For more information, visit dannon.com.

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