Media Release

www.emmi-caffelatte.com

A new website for Emmi CAFFÈ LATTE

Lucerne, 6 June 2008 – One of Emmi’s leader products has a brand new website. With just one click on www.emmi-caffelatte.com, users find themselves transported to the unique world of Emmi CAFFÈ LATTE - endless dimensions of the ice coffee can be explored on a virtual piazza and users can take part in the brand new CAFFÈ LATTE competition, to win one of 11,111 tempting prizes.

The new website of Emmi CAFFÈ LATTE, the internationally leading ice coffee brand, is based on a completely new concept. A virtual piazza filled with Mediterranean flair forms the starting point, from which visitors can stroll around numerous locations. A bar entices visitors with its refreshing drink recipes, in the cinema you can watch commercials and reports and in the lounge you can meet other Emmi CAFFÈ LATTE fans. The Emmi CAFFÈ LATTE Racing Team with the latest information about the Moto GP is also worth a visit. Lavish design and a whole host of original ideas make the stroll a special voyage of discovery experienced on the screen.

The brand world in a contemporary setting

For the website, the programmers constructed the architecture of a city with its characteristic building complexes, right down to the tiniest detail. An elaborate combination of videos for the human silhouettes, audios for the acoustic backdrop and 3D visualisation for the piazza and its locations allow fast interaction for the user. The designers opted for Adobe Flash for the implementation. For the server-sided technology, the programming languages PHP and MySQL were used, which means the website can be extended in a modular fashion.

11,111 on-the-spot prizes for connoisseurs

As Switzerland’s largest milk processor, Emmi is not only focussed on quality and innovation in its product development, but also in the area of marketing, where it breaks the mould, illustrated by the new website. As an international producer of branded goods, Emmi aims to demonstrate its dynamism through marketing strategies in line with current trends. The website shows how new media are being more heavily utilised for this purpose.

Emmi is currently raising awareness of www.emmi-caffelatte.com with an attractive promotion. There is a win-code printed on every cup of Emmi CAFFÈ LATTE. By checking the website you can see whether you have won one of the 11,111 prizes. The top prize is a FIAT 500 with a cool Emmi CAFFE LATTE design.

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About Emmi

Emmi is the largest Swiss milk processor and one of the most innovative premium dairies in Europe. In Switzerland, Emmi focuses on the development, production and marketing of a full range of dairy and fresh products as well as the production, ageing and trade of primarily Swiss cheeses. Outside Switzerland, Emmi concentrates on brand concepts and specialities in European and North American markets. The primary focus in fresh products is on lifestyle, convenience and health products. In the cheese business, Emmi positions itself as the leading company worldwide for Swiss cheese. Emmi’s customers are primarily the retail trade, the food service sector and the industrial segment. In 2007, Emmi achieved net sales of CHF 2.5 billion and employed a total of 3,350 people (full-time equivalents) in Switzerland and abroad.