

**June 2009
DAIRY CHECKOFF UPDATE**

A periodic report for dairy media demonstrating how Dairy Management Inc.™ (DMI) and affiliated state and regional promotion organizations work to increase demand for and sales of U.S.-produced dairy products and ingredients through the programs of the American Dairy Association®, National Dairy Council® and U.S. Dairy Export Council®. For more information about these and other dairy checkoff programs, please contact Jennifer Wing at (847) 627-3225 or jenniferw@rosedmi.com.

Domino's Launches Second Phase of American Legends™ Campaign

To help revitalize the pizza category and build cheese sales, dairy producers and Domino's Pizza® launched the second phase of the American Legends™ specialty pizzas earlier this month. This is part of a multi-year partnership between dairy producers, through their checkoff investment, and Domino's Pizza. The partnership will continue to promote the seven American Legends premium pizzas that use 40 percent more cheese than a traditional Domino's pizza.

Domino's kicked off phase two of the campaign by airing a new round of radio and television commercials emphasizing the premium ingredients and the cities for which the pizzas are named. The ads will run now through July 19.

"The dairy checkoff remains focused on building partnerships with industry leaders, such as Domino's Pizza, to help drive immediate- and long-term sales for U.S. dairy products and ingredients," said Paul Rovey, Arizona dairy producer and chair of Dairy Management Inc.™, which manages the national dairy checkoff. "The potential from these new pizzas could result in more than 10 million additional pounds of cheese sold annually."

Domino's introduced American Legends pizzas in February as permanent menu items that represent regional tastes — Philly Cheese Steak, Pacific Veggie, Honolulu Hawaiian, Cali Chicken Bacon Ranch™, Memphis BBQ Chicken, Buffalo Chicken, and the new Fiery Hawaiian. Each pizza offering uses two or more types of cheeses in addition to Domino's signature cheesy crust.

The campaign also includes cheese-focused pizza boxes, box-toppers, print advertising, online/text message ordering and various sampling tactics.

Dairy producers are supporting the effort through advertising, public relations, local market promotions, and other communications support. Amid a challenging market, Domino's reported an increase in first quarter sales thanks, in part, to the Domino's American Legends pizzas.

For more information about the partnership with Domino's Pizza, visit www.dairycheckoff.com.

###