



Athens, July 8 2011

PRESS RELEASE

Designation and contact information of Monitoring Trustee pursuant to the approval decision No. 515/VI/2011, under terms and conditions, concerning the concentration between the companies “VIVARTIA HOLDINGS S.A.” AND “MACEDONIAN MILK INDUSTRY-MEVGAL-SOCIETE ANONYME”.

In implementation of the decision No. 515/VI/2011, by which the Competition Commission approved the notified concentration, pursuant to article 4(b) of L. 703/1997, between the companies “MACEDONIAN MILK INDUSTRY-MEVGAL-SOCIETE ANONYME” and “VIVARTIA HOLDINGS S.A.”, Mr. Vrassidas Damilakos, chartered auditor and accountant (ILP, Partner – Audit & Assurance), is designated as Monitoring Trustee for the management of the divested chocolate milk business currently operated under the brand name “Topino”, contact details: Tel.: 210 82 57 010, Fax: 210 82 35 488, Email: a.damilakos@bdo.com.gr.

Within the scope of the above decision, VIVARTIA designated as Responsible for communication concerning the distribution of volumes of raw milk to competitors Mr. Vassilis Papachristou, Director of the Milk Sector of DELTA FOODS S.A., contact details: Tel. 210 3494030, Fax: 210 3494747, Email: vpapachr@delta.gr.

It shall be reminded that the Competition Commission, by the above mentioned decision, imposed the following terms and conditions (remedies):

- The divestiture of the chocolate milk business operated under the brand name “Topino”, for which the Monitoring Trustee has been designated, having as main responsibility to ensure the continuing financial viability, marketability and competitiveness of the divested business activity until its divestiture, as well as to

monitor the compliance of VIVARTIA with the relevant terms and conditions of the approval decision.

- The distribution of volumes of raw milk to competitors, for a period of five (5) years from the date of the implementation of the concentration, up to thirty thousand (30.000) tons of domestic raw cow milk per year at cost prices (based on objective, transparent and verifiable set of criteria).

- The strengthening of the negotiating power of milk producers in areas where the new entity is expected to hold particular significant buying power, and

- The refrainment from actions aiming at the creation of exclusivities in the final points of sale.