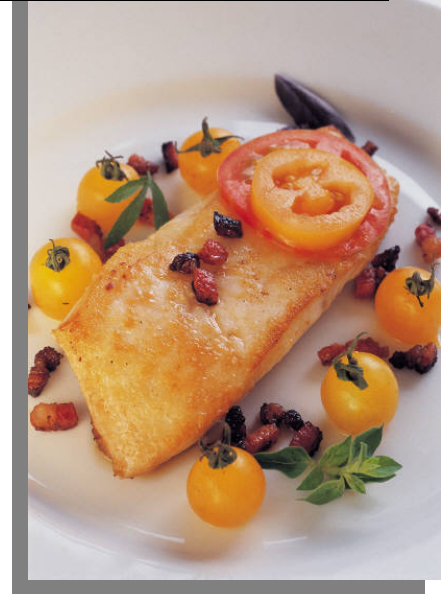


1ST ANNUAL PLUGRA MAGNIFIQUE RECIPE CONTEST

Plugra European-Style Butter is teaming up with The French Pastry School in Chicago to demystify the art of baking as part of Plugra's "Are You Fluent" national baking-education campaign. This contest seeks to find the best baking recipe in America that uses Plugra. Categories include: Appetizers, Breads/Pastries, Desserts, Entrees, Sauces or Side Dishes .



DEADLINE: July 31, 2007

PRIZES:

The grand-prize winner gets an all-expense-paid hands-on cooking class with one of the world's top pastry chefs at the French Pastry School. Six category winners will receive a year's supply of Plugra European Style Butter and a \$400 gift certificate for Kitchen-aid products.

SPONSOR: <http://www.plugra.com>

CONTEST: <http://www.kellerscreamery.com/our-brands/plugra/>

RULES:

http://www.kellerscreamery.com/our-brands/plugra/offers/magnifique_recipe_contest/home.php?action=rules

ENTRY:

http://www.kellerscreamery.com/our-brands/plugra/offers/magnifique_recipe_contest/home.php?action=form

MORE INFO: Void in Alaska, Hawaii

NOTIFICATION: Entrants who were selected to be prize winners will be notified by phone or mail on or about August 15, 2007.

WINNER'S LIST: For a complete list of winners, send a self-addressed stamped envelope (to be received by September 15, 2007 to: Plugra® European-Style Butter Recipe Contest Winners List, 2155 N Chesterfield Blvd, Springfield MO 65807.