



ANNOUNCEMENT

To All Norseland and Woolwich Customers:

March 28, 2007

WOOLWICH DAIRY INCORPORATED AND NORSELAND, INCORPORATED STRATEGIC ALLIANCE

Woolwich Dairy Inc., Ontario, Canada, and Norseland, Incorporated, Stamford, Connecticut, are pleased to announce the formation of a Strategic Alliance for the sales, marketing, and distribution of all Woolwich cheese products, including the following Woolwich brands: Woolwich Dairy Gourmet Goat, Madame Chèvre and Chevrai Goat cheese products in the United States effective July 1, 2007.

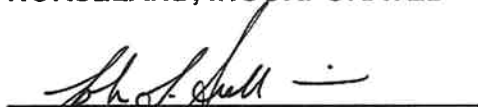
The Woolwich family of brands will join Norseland's group of premier specialty cheese "Star Brands", namely, Jarlsberg® and Jarlsberg® Lite, along with Boursin® spiced Gournay cheeses.

Effective July 1, 2007, all sales, marketing, distribution, and logistical responsibilities will transfer to Norseland for all market segments. Additionally, Norseland's sales force and combined broker network will begin presenting promotional programs to all segments of the trade. Each company's legal and financial status will remain unchanged.

This cooperation is an exciting opportunity for the growth of all our specialty cheese "Star Brands" in the Alliance. Each outstanding specialty cheese brand will be strengthened through joint advertising and promotional programs. Norseland will be in contact with you shortly to secure a proper transition.

Woolwich, Inc. and Norseland Inc., appreciate your company's support of this Strategic Alliance, and we look forward to continued growth with our premium line of specialty cheeses.


NORSELAND, INCORPORATED



John J. Sullivan
President & CEO

WOOLWICH DAIRY, INC.



Antonio Dutra, CEO

Olga Dutra, President

JJS/sc