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## NORSELAND INC.

### NORSELAND PLACES RENEWED EMPHASIS ON SNOFRISK

Norseland, Incorporated, exclusive importers and distributors of Jarlsberg—America’s top-selling specialty cheese—is revitalizing its Norwegian Snofrisk brand. A unique blend of goat’s milk and cow’s cream, this mild, spreadable cheese—the name means Snow Fresh—is delicate with a touch of tanginess...ideal for breakfast or snacking, combined with whole grain breads or crackers, raw vegetables or fruit.



One important step has been redesigning the Snofrisk package with colorful, snappy new graphics. The revamped version has plenty of eye-appeal and should grab consumers’ attention in the specialty cheese case.

Brokers are being encouraged to increase awareness as well as distribution in existing markets and make every effort to open new ones. Fresh packaging will be appearing in stores during February, concomitant with promotional activities.

Said John Sullivan, Norseland’s President and CEO, “We believe in this highly versatile, premium quality product, which already has a core following. As more people taste Snofrisk, we’re confident they will want to purchase it again.”

**The Burrell Group, Ltd.**