

Norseland^{INC}

1290 East Main Street, Stamford, Connecticut 06902
Phone: (203) 324-5620 • Admin. Fax: (203) 325-3189 • Order Fax: (203) 462-5235

ANNOUNCEMENT

To All Norseland Customers:

December 5, 2007

**WESTLAND KAASEXPORT B.V.
AND
NORSELAND, INCORPORATED
STRATEGIC ALLIANCE**



Westland Kaasexport B.V., Holland and Norseland, Incorporated, Stamford, Connecticut, are pleased to announce the formation of a Strategic Alliance for the sales, marketing, and distribution of **Old Amsterdam® from Holland** in the United States effective January 1, 2008.

The Old Amsterdam brand of aged Gouda will join Norseland's group of premier specialty cheese "Star Brands", namely, Jarlsberg® and Jarlsberg® Lite, Boursin® spiced Gournay cheeses and Woolwich brands; Chevrai, Madame Chèvre and Gourmet Goat.


Effective January 1, 2008, all sales, marketing, distribution and logistical responsibilities will transfer to Norseland for all market segments. In addition, Norseland's sales force and combined broker network will begin presenting and merchandising promotional programs to all segments of the trade. Each company's legal and financial status will remain unchanged.

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


We ask for your continued support to help grow the Old Amsterdam® brand from Holland as we have done together for all of our other partners.

WESTLAND KAASEXPORT B.V.

NORSELAND, INCORPORATED



Klaas Westland
CEO



John J. Sullivan
President & CEO