



I N V I T A T I O N - DANONE INVESTS INTO ITS BOUCHERVILLE PLANT WITH THE SUPPORT OF THE QUEBEC GOVERNMENT

BOUCHERVILLE, QC, Sept. 4, 2013 – Danone Canada invites you to attend a press conference in the presence of the Quebec Premier, Pauline Marois, Friday, September 6, to discuss an investment at their head office. This investment, with the support of the Quebec Government, is in response to Quebec consumers' growing demand for a range of Danone's Greek yogurt, Oikos.

The announcement will be followed by a short cooking workshop with renowned chef Ian Perreault, where different dishes, prepared using Oikos yogurt as a base, will be served.

The press conference will be hosted by Anne-Julie Maltais, External Communications Manager at Danone Canada. Other attendees include Éline Zakaïb, Minister for Industrial Policy and the Banque de développement économique du Québec and Muriel Pénicaud, Vice President Human Resources of Danone as well as the Chair of the Board of the Danone Ecosystem Fund.

What: Press Conference on an investment by Danone into its Boucherville plant, followed by a cooking workshop

Who: Danone Canada

When: Friday, September 6, 2013 from 2 p.m. to 4 p.m.

Where:

Danone Head Office
100, Lauzon street
Boucherville (Quebec)
J4B 1E6

Parking:

Sandoz Canada
110, Lauzon Street
Boucherville (Quebec)
J4B 1E6

To confirm your presence at the conference or to coordinate an interview with an official Danone spokesperson, please contact the telephone number listed below **before Wednesday, September 4, 2013.**

SOURCE DANONE CANADA

About Danone in Canada

Danone in Canada is a member of the Danone Group, a world agrifood leader. As a manufacturer and distributor of quality products that combine good taste and healthy ingredients, Danone is currently the largest Canadian producer of yogurt and other fresh dairy products. Danone believes that its actions should be aimed directly at improving the lives of Canadians both today and tomorrow. For more information, please visit www.danone.ca.

Contact:

Marie-Pierre Longpré
Edelman Public Relations
Tel.: (514) 315-1972
marie-pierre.longpre@edelman.com