PRESS RELEASE
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# Danone receives Award of Excellence from Association des gens d'affaires de Boucherville to mark expansion of company's plant

Boucherville, November 8, 2010 – At the 15th annual gala hosted by the Association des gens d'affaires de Boucherville, Danone received the Award of Excellence to mark the expansion of its plant in Boucherville. "The work accomplished to realize this colossal project has been recognized by the local business community and reaffirms Danone's role as a social ally and economic partner," declared Louis Frenette, President and CEO of Danone Canada.

As previously announced, a recent investment of $50 million has now enabled Danone's Boucherville plant to produce the DanActive probiotic drink for the entire Canadian market. This investment has helped create 31 direct jobs and 509 indirect jobs – 154 of which are permanent – and reaffirmed the major role that Danone plays as a social ally and agent of economic development in Quebec and around the world.

"We are very honoured to receive this award, which underscores the efforts of our 600 employees who take the health and well-being of their fellow citizens to heart. Danone is proud that DanActive will be produced in Canada by local workers using local products," Frenette said. "The consolidation of our operations in Boucherville reaffirms the place that Quebec and Canada have in Danone's growth. We are firmly established here and are proud to contribute to the country's economic and social development," he concluded.

In the last 10 years, the Danone Group has invested more than $200 million in its sole Canadian plant located in Boucherville.

Danone, whose mission is to bring health through food to as many people as possible, is involved in the community notably by supporting the goals of the Breakfast Clubs of Quebec and the Breakfast Clubs of Canada, both located in Boucherville. Danone donates more than 2 million tubs of yogurt to these organizations every year in addition to providing financial support, mentoring programs and business coaching.

**About Danone**

Danone Inc. is 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, visit www.danone.ca.

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