

FOR IMMEDIATE RELEASE

OIKOS® Named the Official Yogurt of the National Hockey League® in Canada

Hockey in Canada gets a taste for Greek yogurt through inaugural three-year partnership

Boucherville, Quebec (December 7, 2017) – DanoneWave Canada is proud to announce that its popular OIKOS® brand has been named the official yogurt of the National Hockey League® in Canada through a three-year sponsorship that launches during the current 2017-18 NHL® Season.

The sponsorship builds on OIKOS®' recent involvement with such marquee sports events as the 2017 Rogers Cup tennis tournament in Montreal, while reinforcing its commitment to its core consumer base of active professionals. OIKOS® will leverage the sponsorship through an integrated marketing and retail strategy that will allow hockey fans to discover Canada's best-selling Greek yogurt brand in a variety of new environments.

"OIKOS® being named the official yogurt of the National Hockey League in Canada is a case of the dream snack teaming up with the dream sport," said Mélanie Robitaille, Marketing Director at DanoneWave Canada. "This sponsorship takes OIKOS® into a bold new territory, allowing us to leverage the NHL's brand equity to introduce healthy snacking to new consumers, including men – a growing target for us. We're excited to work with the NHL to realize the full potential of this opportunity."

"We're thrilled to welcome OIKOS® to the NHL family," said Kyle McMann, NHL Group Vice President of Business Development and Global Partnerships. "The NHL values the importance of healthy snacking, and we look forward to collaborating with OIKOS® to build fan engagement across Canada, starting with the OIKOS® activation at the 2017 Scotiabank NHL100 Classic™ next week."

The sponsorship's preliminary rollout will coincide with the launch of the new OIKOS® Triple Zero product line, slated for February 2018. Made with zero fat, zero artificial sweeteners, zero preservatives and 25% less sugar, OIKOS® Triple Zero will be the brand's first product line in Canada targeted primarily to active male consumers. The NHL Shield and an accompanying official partner designation will be prominently featured on all OIKOS® Triple Zero packaging, and in various marketing collateral.

Additional activations include:

- OIKOS® product sampling and brand activations at the 2017 Scotiabank NHL100 Classic™ outdoor game featuring the Ottawa Senators® and Montreal Canadiens®, on December 16, 2017 at 7pm ET at Lansdowne Park in Ottawa.
- The brand's flagship Snack to Win promotion in spring 2018, which will feature a grand prize trip to a 2018 Stanley Cup® Final game. Official Stanley Cup® branding will be featured on OIKOS® products and point of sales material during the Snack to Win promotional period.

New activations will be announced throughout the three-year partnership term.

OIKOS® is sold at major grocery and big-box stores across Canada. For more details, visit OIKOS.ca.

Credits:

Media: Carat

Public relations: DanoneWave Canada and NATIONAL Public Relations

About DanoneWave: DanoneWave is a business unit of Danone and operates from head offices in White Plains, NY, Broomfield, CO, Boucherville, Quebec, and Mississauga, Ontario. DanoneWave was formed following the acquisition of WhiteWave Foods by Danone, bringing together two purpose-driven, health-focused and high-growth companies. The mission of DanoneWave is to bring health through food to as many people as possible via its diverse offering of dairy and plant-based foods in high growth and evolving categories. The ambition of DanoneWave is to produce healthful foods that create economic and social value and nurture natural ecosystems through sustainable agriculture. Because every time we eat and drink, we vote for the world we want. Its portfolio of brands in North America includes Activia®, Oikos®, DanActive, Danone, Danino®, Silk, So Delicious, Vega, Dannon, Earthbound Farm, Horizon, Wallaby, International Delight and more. For more information about DanoneWave in Canada, please visit danone.ca, facebook.com/danonecanada or [@DanoneWaveCA](https://twitter.com/DanoneWaveCA) on Twitter.

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