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**HEADLINE:           Quality Chekd Honors Galliker Dairy Company from Johnstown,  
Pennsylvania with Annual Outstanding Marketing Achievement  
Award**

LISLE, Illinois (April 24, 2013) — Quality Chekd Dairies announced today that Galliker Dairy Company of Johnstown, Pennsylvania, was named recipient of the 2013 Outstanding Marketing Achievement Award. The announcement is confirmation of their “Best in Class” marketing programs, achieving specific sales and profit objectives through well-designed strategies and thoughtful execution. As this year’s winner Galliker’s was presented with a trophy and \$2,500 in scholarship monies.

“It is a tremendous honor to receive the Outstanding Marketing Achievement Award and a great credit to the work done by our marketing team,” said Ray Cassidy, vice president of sales and marketing at Galliker Dairy. “Their focus and attention to conceiving a creative plan, and executing its elements using integrated, well-designed strategies illustrates their commitment to their craft on behalf of all the hard working people at Galliker’s.”

Quality Chekd, a member-owned organization of independent dairy processors, presented the Outstanding Marketing Achievement Award at its 2013 QCS Leadership Conference held April 21<sup>st</sup> - 23<sup>rd</sup> at the Hilton New Orleans Riverside in New Orleans, Louisiana.

Every year an independent panel reviews the numerous Outstanding Marketing Achievement Award entries. The judges review each dairy’s marketing plan, promotional materials, merchandising programs, their ability to enhance brand awareness and generate positive sales results, and determine a winner based on the total package presentation.

“Every year we look for those members whose marketing plans illustrate creativity, energy and excitement, and generate positive, measurable results, and the best of these are named finalists for the Outstanding Marketing Achievement Award,” said Peter Horvath, president of Quality Chekd. “Galliker’s thoughtfully integrated approach to executing a creative and successful marketing plan is proof they earned this recognition.”

Selected as this year’s Outstanding Marketing Achievement Award finalists were Quality Chekd members Alqueria Dairy (Cajica, Colombia) and Umpqua Dairy Products Company (Roseburg, OR). Each dairy received a trophy in recognition of their achievement.



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