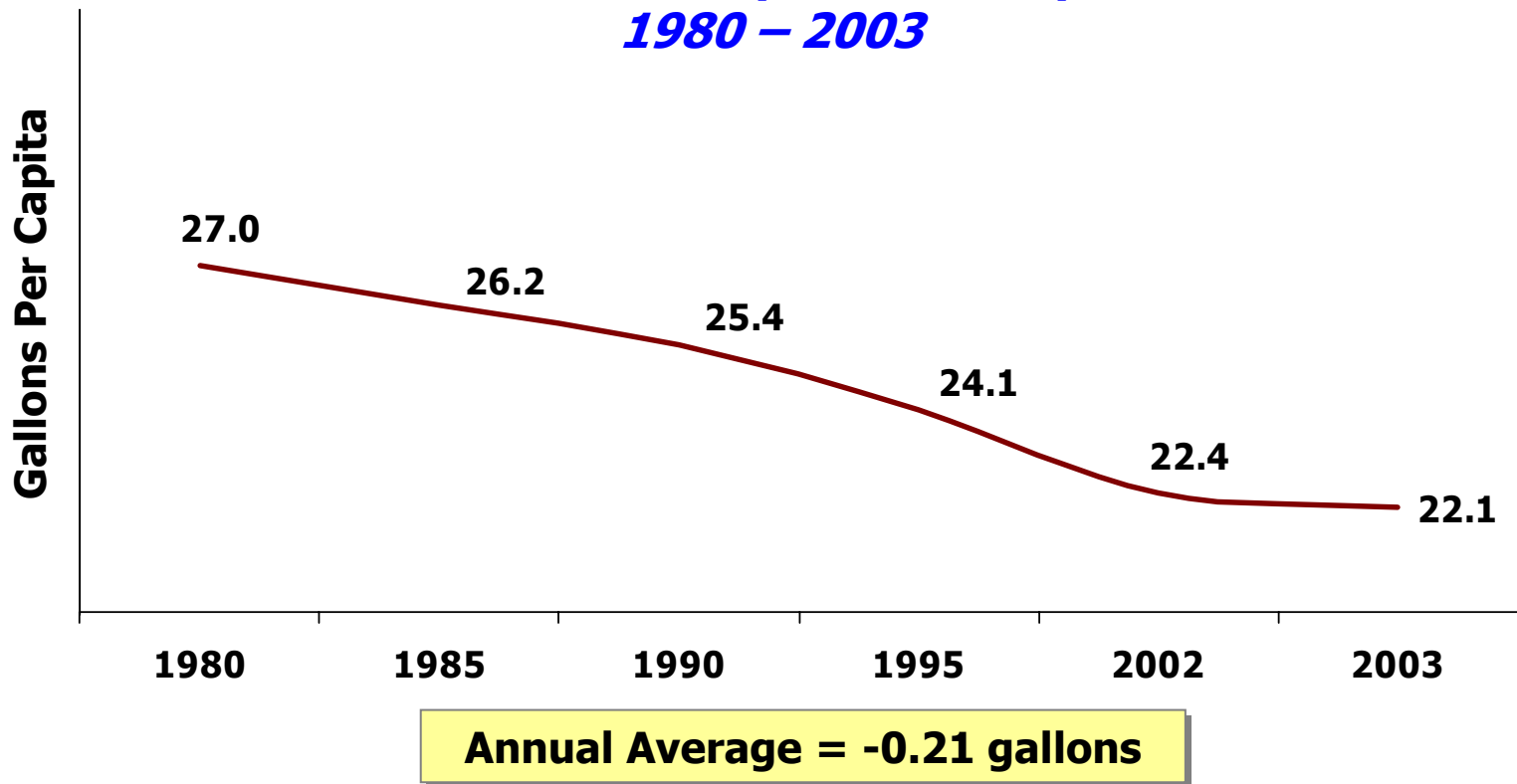


Exhibit A

Per Capita Consumption of Fluid Milk 1980-2003

Milk per capita consumption has been in steady decline . . .

Fluid Milk Per Capita Consumption 1980 – 2003



Source: Beverage Marketing Corp.; IDFA; USDA (2004)

Exhibit B



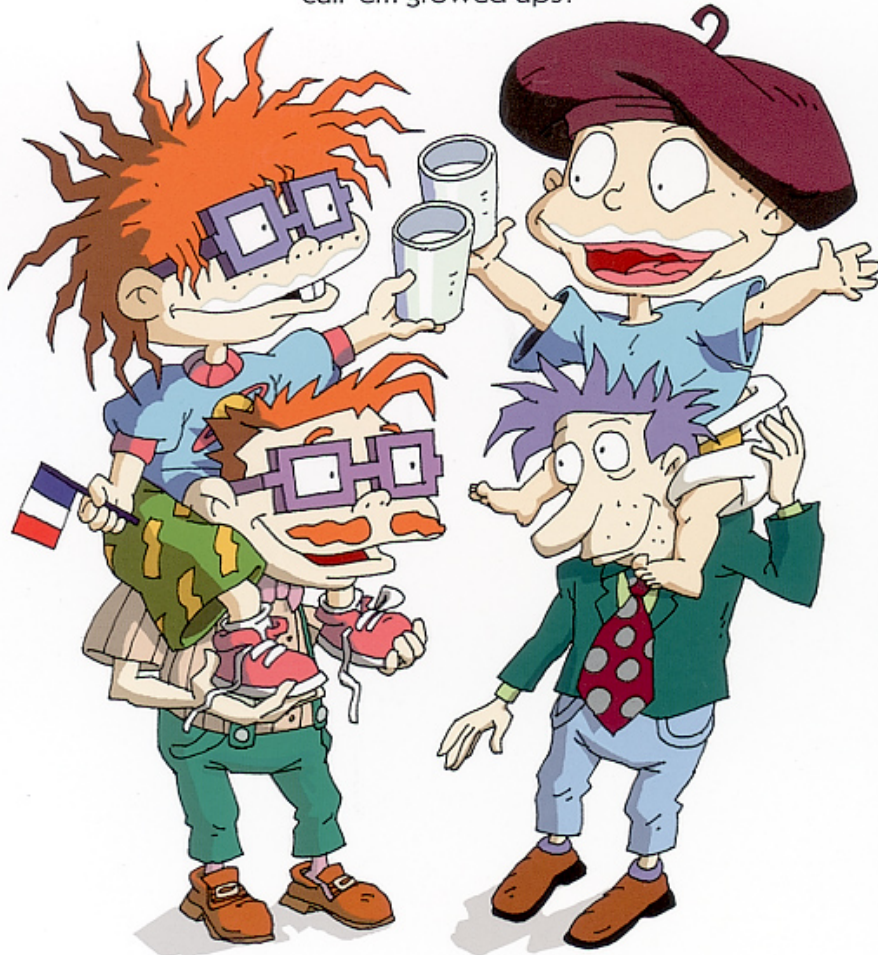
Lazy bones? Ha! My bones are growing. 'Cause I lap up fat free milk. You should, too. Calcium helps your bones grow until about age 35. After that, it helps keep them strong. Plus, nothing goes better with lasagna. Would you mind spoon-feeding me?

got milk?



Exhibit C

"Chuckie, why do you think they
call 'em grown-ups?"



Want your kids to grow? The calcium in milk helps your bones grow strong.
So give them a tall glass. Then move the cookie jar to the next shelf.

RUGRATS
in
Paris
THE MOVIE
Only in theatres
this November

got milk?

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Exhibit D

Which is better for
growing kids?



Here's a clue.
Both chocolate milk and regular milk
have the same 9 essential nutrients and are
a more nutritious treat than soft drinks.

got milk?[®]

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Exhibit E



Exhibit F

Exhibit G

A photograph of Michelle Kwan, a figure skater, wearing a bright red, form-fitting dress. She is captured in a dynamic pose, leaning back with her arms extended and one leg raised, holding a white milk can. The background is a soft, light blue gradient. The text "The edge I need." is positioned to the right of her head. At the bottom, there is a paragraph of text and the "got milk?" logo.

The edge I need.

I've earned a lot of perfect scores, but I'm still thirsty for more. That's why drinking milk is a routine I've got down cold. It's got 9 essential nutrients active bodies need, on or off the ice.

got milk?

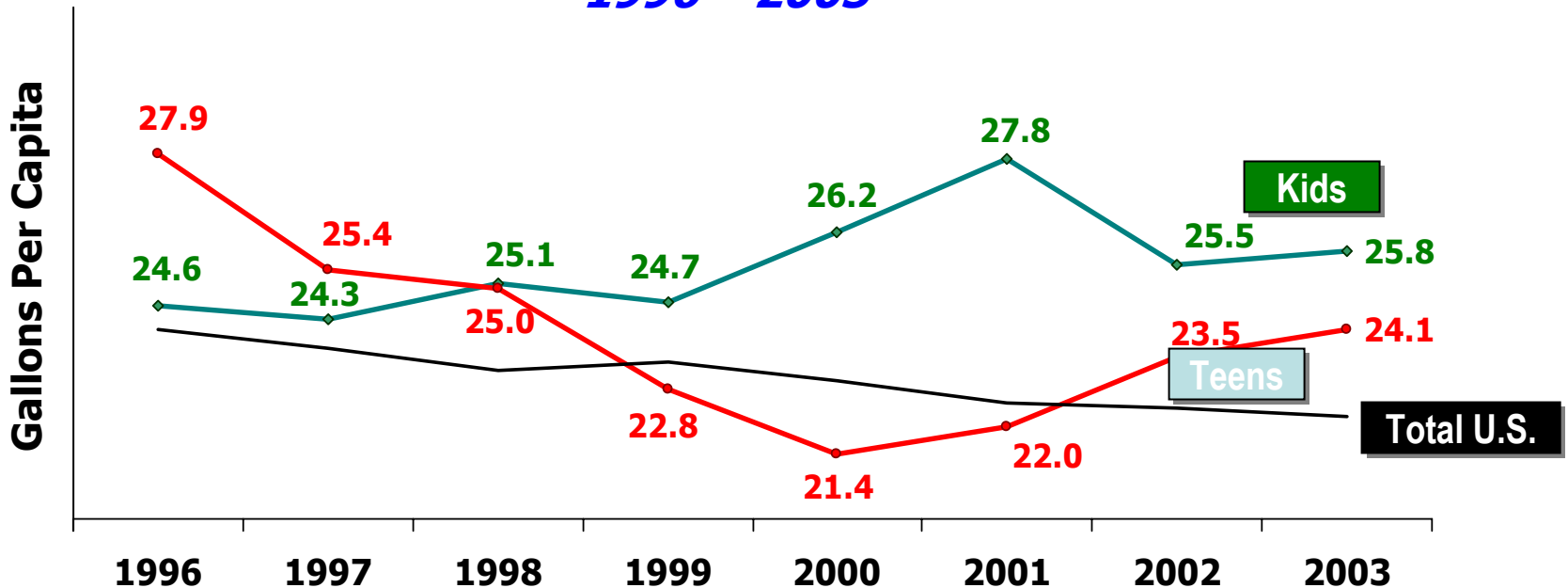
MICHELLE KWAN ©2004 AMERICA'S DAIRY FARMERS' AND MILK PROCESSORS

Exhibit H

Annual Milk Consumption and School Milk Consumption: Children 6 - 8 years of Age 1996 - 2003

... except for kids and especially teens, where recent trends indicate consumption growth

Fluid Milk Per Capita Consumption 1996 - 2003



Source: Beverage Marketing Corp.; SIP (2004)

Exhibit I

Per Capita Consumption of Fluid Milk by Kids and Teens 1996 - 2003

This chart illustrates how declines in school milk consumption have been driving the majority of the decline in per capita consumption for children 6-18.

