

For Release:
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**If You Purchased Dannon's Activia or DanActive Branded Products, You
May be Entitled to Cash from a Class Action Settlement.**

San Diego, CA - February 16, 2010. The following statement is being issued by Blood, Hurst & O'Reardon, LLP regarding Gemelas v. The Dannon Company.

For more information call 1.888.418.6122. Do NOT call Dannon.

A proposed settlement has been reached in a class action lawsuit about Dannon's advertising for Activia® and DanActive® branded products ("Products") and their benefits from "probiotic" bacteria. The lawsuit claims the advertising was not true. Dannon stands by its advertising and denies it did anything wrong. However, Dannon has settled to avoid the cost and distraction of litigation. If you're a Class Member, you could receive up to \$100. A federal Court authorized this notice. Before any money is paid, the Court will have a hearing to decide whether to approve the settlement.

You're a Class Member if you purchased, not for resale purposes, the Products in the United States at anytime up until April 23, 2010.

A \$35,000,000 fund, and possibly more, will be created to reimburse Class Members for the Products they purchased, and to pay related expenses. Details about how much you may receive are available at www.DannonSettlement.com.

To ask for cash and remain in the Class, you must mail or submit a completed claim form online by October 1, 2010. If you do not wish to participate in the settlement, you may exclude yourself from the Class by May 24, 2010. Or you may stay in the Class and object to the settlement by May 24, 2010. Visit the website for important information about these options.

The Court will hold a hearing on June 23, 2010 to consider the settlement and Class Counsel's request for \$10,000,000 in attorneys' fees, plus expenses. You don't have to attend the hearing. For more information, visit www.DannonSettlement.com.

CLAIM FORMS MUST BE POSTMARKED OR SUBMITTED ONLINE BY OCTOBER 1, 2010 - VISIT WWW.DANNONSETTLEMENT.COM For a full list of the Products, see www.DannonSettlement.com

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Source: Blood, Hurst & O'Reardon, LLP