



DANONE

Paris, January 24<sup>th</sup> 2008

**Groupe Danone categorically refutes allegations made against its US subsidiary regarding misleading claims.**

In response to the class-action lawsuit announced on January 23rd, 2008 in the State of California, Groupe Danone relays the following statement issued by its subsidiary, The Dannon Company.

***Dannon Refutes Class Action Lawsuit Alleging Misleading Claims***

*WHITE PLAINS, N.Y., January 24, 2008 — The Dannon Company, Inc. today provided the response below to a class-action lawsuit filed yesterday in Los Angeles, CA.*

*Dannon is aware of the lawsuit and we are reviewing it. Dannon proudly stands by the claims of its products and the clinical studies which support them. All of Dannon's claims for Activia and DanActive are completely supported by peer-reviewed science and are in accordance with all laws and regulations. Dannon's advertising has always been and will continue to be absolutely truthful, and Dannon will vigorously challenge this lawsuit.*

*Dannon strongly disagrees with the allegations in the lawsuit. The filed complaint does not contain any support for the broad generalizations made in the lawsuit. The one publication cited in the lawsuit does not disprove Dannon's scientific substantiation for its proven product benefits. Indeed, the report cited in the lawsuit, published by the American Academy of Microbiology, does not even reference any Dannon products.*

*Dannon makes all scientific studies about its products available to the public following the established method of peer-review and publication. Dannon regularly consults with leading independent experts in the field of probiotics about the science behind all of its probiotic claims.*

*The scientifically substantiated benefits of Dannon's products are confirmed not only by the scientific journals that have reviewed and published the findings - which are made available on the company's web sites for any and all to read - but also by the millions of highly satisfied consumers who enjoy Dannon's products.*

*For a more detailed scientific summary about Dannon products and the scientific evidence to support claims, please visit [www.activia.com](http://www.activia.com) and [www.danactive.com](http://www.danactive.com).*

**For further information:**

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