



*Press Release
For Immediate Release*



The 2012 Danone Nations Cup **We're on our way to Poland!**

Boucherville, Quebec, April 11, 2012 – Danone in Canada is proud to announce the launch of the 13th edition of the Danone Nations Cup. This year's young soccer prodigies will have the opportunity to follow in the footsteps of their idols, as the international final is being held from September 7 to 9 in Warsaw, Poland, home to the UEFA European Football Championship. Knowing that Poland has been declared 2012 soccer country of the year, it is sure to make the world's largest international youth soccer tournament for 11 and 12 year-olds an exciting event!

Team Canada's outstanding result at last year's tournament will be an extremely motivating incentive for the young athletes of the 2012 edition, "The players really accomplished something special last year by finishing 6th overall in the world, our highest-ever ranking. We are very optimistic for this year's edition, particularly since the international final will be held in Poland, one of the host countries of Euro 2012. The kids will truly get the impression they are playing at a World Cup," explains Dean Howie, Head Coach of Team Canada for the Danone Nations Cup.

The Danone Nations Cup helps to promote the values of sport to children and their families and is an integral part of Danone's mission, bringing health through food to as many people as possible. "For Danone, this tournament is, above all else, a unique opportunity for children to develop camaraderie, an openness to the world, and the desire to go after their dreams," states Anne-Julie Maltais, External Communication Manager of Danone in Canada. Danone also assumes all expenses associated with the competition.

Each participating country organizes a series of selection camps and regional tournaments to identify the children who will have the opportunity to represent their country at the international final: Canada will choose a team of 14 boys and girls.

Since 1999, Danone, organizer and founder of the Danone Nations Cup, has helped more than 50,000 young Canadian soccer enthusiasts in trying to achieve their dream of playing in a major international tournament. The scale and reputation of the international final is also enhanced by the endorsement of the International Federation of Association Football (FIFA).

About Danone Inc. in Canada

Danone Inc. in Canada is a member of the Danone Group, a world agrifood leader. As a manufacturer and distributor of quality products that combine good taste and healthy ingredients, Danone is currently the

largest Canadian producer of yogurt and other fresh dairy products. Danone believes that its actions should be aimed directly at improving the lives of Canadians both today and tomorrow. For more information, please visit www.danone.ca.

For more information, or to register your child for the 2013 Danone Nations Cup, please visit the Canadian website: www.coupedanonecup.com.

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