



**Press release
For immediate release**

Photo available on CP wire

Western Team wins national final and will represent Canada at the 2010 Danone Nations Cup in South Africa

Toronto, August 8th 2010 – Defeating the Eastern team with a score of 2:1 through penalty kicks in the national final of the Danone Nations Cup on Sunday August 8, the 12 members of team Canada West will now prepare themselves to represent their country against the best young soccer players from around the world in the international finals taking place from September 30th to October 3, 2010. Following in the steps of their soccer idols, the young athletes will take part in the 11th edition of the Danone Nations Cup, a global event which will be happening for the first time in Johannesburg, South Africa.

The 11 and 12 year old soccer stars comprising team Canada East and Team Canada West were handpicked from among 7,500 young people who took part in 10 soccer camps and four provincial Danone Nations Cup selection camps across the country. Players were then divided into two teams and trained together for three days in Toronto before competing against each other in the national final at Lamport Stadium Field.

The Danone Nations Cup is a unique experience that allows these young athletes an opportunity to demonstrate their abilities and represent their country on the international stage. “Danone is driven by a desire to promote the health and well-being of children, not just by offering healthy products but also by making it possible to stage this unforgettable event that is accessible to everyone,” remarks Louis Frenette, President, Danone Inc. of Canada.

Since the launch of the Danone Nations Cup ten years ago, over 50,000 young Canadians have participated in Danone Nations Cup soccer camps, making it the most prominent event in international youth soccer.

Once again this year, two players from the losing Canadian team who demonstrated good sportsmanship and outstanding skills will join the winning team at the international final in South Africa. Zinedine Zidane, the event’s official ambassador, will be on hand to watch them in action. The recipients of the Most Valuable Player and Best sportsmanship awards from the national final will be announced in two weeks. The players will fly to South Africa on September 26th. Before departing for Johannesburg, they will take part in an intensive three-day training camp in St-Jean-sur-Richelieu and Montreal under the supervision of head coach, Dean Howie.

The winning team is composed of:

Western team:

Austin Janeiro, Calgary (AB)
David Norman, Coquitlam (BC)
Easton Ongaro, Edmonton (AB)
Leonardo Culina, Calgary (AB)
Livia Jillings, White Rock (BC)
Malyk Hamilton, Calgary (AB)

Corey Olson, Calgary (AB)
Devon Jones, Burnaby (BC)
Justin Esteves, Edmonton (AB)
Liam Fraser, Surrey (BC)
Luciano Trasolini, Burnaby (BC)
Yasmine Hall, Edmonton (AB)

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 additional event information, to view photos or to register your child in the next Danone Nations Cup, please go to www.danonecup.com

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Source: Anne-Julie Maltais, Director of External Communications, Danone Inc. in Canada

To arrange an interview or photo with one of the players, please contact:

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