CLEVELAND COMMUNICATIONS LTD.

For Immediate Release

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CLEVELAND COMMUNICATIONS LTD. LAUNCHES NATIONAL CAMPAIGN FOR DEAN FOODS

Over the Moon Milk Rolls Out Nationally

Danvers, MA (April 23, 2009) – Cleveland Communications Ltd, a leading media planning and buying service, recently launched the national rollout of Dean Foods' Over the Moon line of fortified low fat and fat free milk. Commencing in early March, the fully integrated campaign included national digital and magazines. The campaign is scheduled to run through second quarter.

Full page ads focusing on the product's taste proposition ran in women's publications including: Better Homes & Gardens, Cooking Light, Martha Stewart Living, Everyday Food, Oprah, Real Simple, Health, and Weight Watchers.

High profile digital unit sizes ran in premium placements, as well as, customized micro-sites and sponsorships. National digital sites included foodnetwork.com, weightwatchers.com, oprah.com, yahoo.com, aol.com, and rachaelray.com.

Michael Touhey, VP, Brand Marketing of Dean Foods said "Selecting Cleveland Communications to plan and place the media for this national rollout was a natural due to their impressive work on the original Over the Moon test market introduction in New England back in 2005, and their strong track record of an impressive over delivery of added value."

Creative was developed by Moosylvania, St. Louis, Missouri.

Dean Foods is one of the leading food and beverage companies in the United States, and is located in Dallas, Texas.

About Cleveland Communications Ltd:
Founded in 1997, Cleveland Communications is a leading strategic media planning and buying service. Their roster of national, regional, and local clients includes a diversified list of package goods, brands, and consumer goods.

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