



PRESS RELEASE

Saputo Inc. Supports Dominique Maltais, Snowboard

(Montreal, January 20, 2010) – Today, Saputo Inc. strengthened its commitment to sports and athletes by announcing its sponsorship of Dominique Maltais, Olympic bronze medallist – Snowboard cross at the 2006 Turin Games. This highly talented athlete is a medal hopeful for the Vancouver 2010 Winter Olympic Games. Since the beginning of the season, Dominique has earned a spot on the podium at three of four races on the World Cup circuit. As well, she was the silver medallist at the World Cup Snowboard Cross event held in Switzerland on January 15, 2010. Dominique is currently tearing up the slopes in Stoneham, Quebec, where another World Cup event is taking place.

Saputo is proud to support over twenty athletes who train hard on a daily basis to be the best in their respective discipline. Saputo shares their passion and desire to surpass themselves and to give their best to achieve their personal goals. These athletes are a real source of inspiration. Their determination, courage and perseverance make them commendable ambassadors of sports and role models.

Saputo believes that healthy eating and physical activity contribute to the balanced development of individuals. As such, Saputo is the Official Supplier of Dairy Packaged Products for the Vancouver 2010 Olympic and Paralympic Winter Games, as well as for the Canadian Olympic Team for Vancouver 2010 and London 2012. Through this partnership, Saputo will offer its quality products to the Games' athletes, volunteers and participants and bring the spirit of the Vancouver Games into Canadian kitchens!

About Saputo

Saputo produces, markets and distributes a wide array of products of the utmost quality, including cheese, fluid milk, yogurt, dairy ingredients and snack-cakes. Saputo is the 11th largest dairy processor in the world, the largest in Canada, the third largest in Argentina, among the top 3 cheese producers in the United States and the largest snack-cake manufacturer in Canada. Our products are sold in more than 40 countries under well-known brand names such as *Saputo*, *Alexis de Portneuf*, *Armstrong*, *Baxter*, *Dairyland*, *Danscorella*, *De Lucia*, *Dragone*, *DuVillage 1860*, *Frigo Cheese Heads*, *Kingsey*, *La Paulina*, *Neilson*, *Nutrilaït*, *Ricrem*, *Stella*, *Treasure Cave*, *HOP&GO!*, *Rondeau* and *Vachon*. Saputo is a publicly traded company whose shares are listed on the Toronto Stock Exchange under the symbol SAP.

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Information

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