



Royal Wessanen nv

Corporate Communications

Beneluxlaan 9 · P.O. Box 2635
3500 GP Utrecht · The Netherlands
t +31 (0)30 298 88 31 · f +31 (0)30 298 88 16
corporate.communications@wessanen.com
www.wessanen.com

press release

Utrecht, July 2, 2008

Wessanen strengthens dairy-alternatives category with So Good acquisition

The Executive Board of Royal Wessanen nv announces that an agreement has been reached with So Good International Limited based in Peterborough, United Kingdom and the Australasian Conference Association Limited based in Australia to acquire the So Good brand and business in Europe.

In the United Kingdom, So Good is the second largest brand in the dairy-alternatives market, offering a range of ambient and chilled soy based beverages. The company is expected to achieve sales of approximately GBP 8 million in 2008. So Good will be integrated and managed by our U.K. subsidiary Kallo Foods Limited.

This add-on acquisition will further strengthen Wessanen's dairy-alternatives portfolio, which is one of the strategic food categories for our health brands in Europe.

Executive Board
Royal Wessanen nv

For more information, please contact Corporate Communications; phone + 31 (0)30 29 88 831; e-mail corporate.communications@wessanen.com

More details about So Good can be found on the company's website: www.sogood.co.uk.