



Freedom Foods Group Limited
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15th November 2011

Company Announcements Office
ASX Limited
Level 4, 20 Bridge Street
Sydney NSW 2000

**Freedom Foods Group Limited
A2 Corporation Limited - UK and Ireland Expansion**

Freedom Foods Group Limited (ASX:FNP) is pleased to note that A2 Corporation Limited (NZX: A2C) has announced today an expansion of its operations in the United Kingdom and Ireland.

A2C has entered into agreements to establish a sales and marketing joint venture in association with Robert Wiseman Dairies PLC (Robert Wiseman). Robert Wiseman is a leading UK dairy company, processing almost a third of fresh dairy milk consumed in Britain on a daily basis.

The joint venture will be engaged in the sourcing, processing, marketing and sale of a2 Milk™ Products on an exclusive basis in the United Kingdom and Ireland. The UK fresh milk market is around 6.5 billion litres per annum.

The launch of a2 Milk™ fresh milk in the United Kingdom and Ireland is planned for the northern summer of 2012.

The announcement by A2C underscores the rationale for our strategic investment in A2C by providing FFG and its shareholders the opportunity to share in growth opportunities in Australia and International markets.

FNP is the largest single shareholder in A2C with 27.5% of A2C (26.4% fully diluted). A2C is listed on the alternative market (NZAX) of the New Zealand Stock Exchange (NZX: ATM), with a market capitalisation prior to the announcement of NZ\$147 million (A\$115 million), implying a value for FNP's 27.5% investment above its book value of approximately A\$11.7 million.

Freedom Foods Group business activities continue to trade to plan, consistent with the outlook for improved sales, operating profitability and return on funds employed in the FY 12 financial year.

The Freedom Foods business continues to experience growth in its core Cereal activities and in the Australia's Own Organic soy & rice beverage business, with sales in the beverage portfolio up 30% YTD compared to prior year period.

Pactum Australia continues to perform to plan and has commenced the expansion of its capabilities to provide portion pack (200ml – 330ml) configuration for value added beverage products, with an investment of approximately \$7m at its Sydney facility to be completed by August 2012.

Pactum Australia continues to investigate opportunities to support Asian market demand for dairy milk in long life product formats.

FFG proposal to consolidate the Pactum Australia business activities with the acquisition of the 50% interest held by the Perich Group is on track with acquisition documentation expected to be entered into prior to December 31 2011 with completion subject to shareholder approval on or around February 2012.

For further information, please contact:

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Appendices
A2 Corporation Announcement

**NZAX and media release
15 November 2011**



**A2 Corporation Limited
United Kingdom & Ireland market entry**

A2 Corporation Limited (NZAX:ATM) (A2C, the Company) is pleased to announce an expansion of its operations into the United Kingdom and Ireland.

The Company has today entered into agreements to establish a sales and marketing joint venture in association with Robert Wiseman Dairies PLC (Robert Wiseman). Robert Wiseman is a leading UK dairy company, processing almost a third of fresh dairy milk consumed in Britain on a daily basis. Founded in 1947 and listed on the London Stock Exchange, Robert Wiseman operates 6 major processing dairies and 14 distribution depots in Britain.

The joint venture will be engaged in the sourcing, processing, marketing and sale of a2 Milk™ Products on an exclusive basis in the United Kingdom and Ireland. Robert Wiseman will provide processing, distribution, sales and associated support services and A2C will provide intellectual property, know-how and marketing services. The business will be jointly funded within existing resources of A2C and Robert Wiseman.

The UK fresh milk market is around 6.5 billion litres per annum. With a population of around 62 million, the market opportunity for a2 Milk™ Products is estimated at potentially 3 fold that of Australia. A launch of a2 Milk™ fresh milk is planned for the northern summer of 2012.

Billy Keane, Robert Wiseman Managing Director said “ By introducing a2 Milk™ alongside our existing range of fresh milk products we have an exciting opportunity to bring people back to dairy and grow the market for fresh milk in the UK”

Geoffrey Babidge, A2C Managing Director said “This represents a significant development for A2C. The venture is consistent with our growth plan to establish a niche position in at least one new global milk market as a priority. In addition it provides a clear demonstration of the building credibility of the A2 proposition and could be expected to provide further momentum for the Company in other international markets.”

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