



## **Dutch Lady Milk Industries Berhad (5063-V)**

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### **MEDIA RELEASE**

**Petaling Jaya, 18 January 2012** - Two local corporation – Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) and Welfare Club, Sports & Recreation of Editorial Department, The News Straits Times Press (Malaysia) Bhd (NSTP) - are joining forces to serve 310 flood victim families in Kuantan.

A donation ceremony of milk products worth RM11, 000 was held at the Balai Berita, NSTP, Jalan Riong this morning. Corporate Communications Manager, Parveen Yassin said the main mission of this programme is to contribute towards families affected by the recent flooding.

"We hope to elevate the burden faced by the flood victims. Thus, through this programme, we hope to positively contribute towards caring for the health of the recipients. It to some extent capable of reducing the burden on community here," she said.

This joint effort marks the continuation of similar welfare programmes which was conducted for flood victims of Parit Sulong, Segamat, Johor on 5 March last year.

"We were delighted to be invited for the second time by the Welfare Club, Sports & Recreation of Editorial Department, The News Straits Times Press (Malaysia) Bhd (NSTP) to jointly contribute to society in this noble event. On behalf of Dutch Lady Malaysia, this is one opportunity for us to reach consumers while spreading the goodness of milk – milk is filled with nutrients and minerals essentials for optimum health," said Parveen Yassin again.

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## **About Dutch Lady Malaysia**

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Incorporated in 1963, Dutch Lady Milk Industries Berhad is the leading dairy company in Malaysia. It was the first milk company to be listed on Bursa Malaysia in 1968. Today, Dutch Lady Malaysia manufactures and sells a wide range of quality dairy products for the home and export markets, with all products enjoying a strong following in brands like Dutch Lady and Friso.

Its holding company is Royal FrieslandCampina N.V., a Dutch multinational corporation and the largest dairy cooperative in the world with an annual turnover of more than nine billion Euros. Employing 22,000 staff worldwide in about 100 different locations, the Royal FrieslandCampina has more than 30 established brands in its stable.

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### **Issued by:**

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