



FOR IMMEDIATE RELEASE
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**TILLAMOOK® CHEESE WINS "BEST MEDIUM CHEDDAR IN THE WORLD" AWARD
AT 2010 WORLD CHEESE CHAMPIONSHIP CHEESE CONTEST**

MADISON, WI (MARCH 2010) - Cheese makers from 20 different nations united in Madison, Wisconsin from March 16-18th for the 2010 World Cheese Championship Cheese Contest. Tillamook Cheese, traveling cross-country from Oregon, took home the gold medal for "Best Medium Cheddar in the World," beating a whopping 59 other entries.

Gold medal-winner Tillamook medium cheddar is aged naturally for 60 days, which develops its unique flavor and rich, creamy texture. After taking home the award with a near-perfect score of 99.6 out of 100, Tillamook's President and CEO, Harold Strunk, explained the company's dedication to quality: "Winning an award like this just affirms our conviction that Tillamook tastes better because it's made better. We strive every day to produce the best tasting cheeses on the market. It is a team effort that starts with a commitment at the farm level to produce high-quality milk, and continues with a team of skilled cheesemakers and employees. Bringing home a world title is an accomplishment we can all be proud of."

Tillamook County Creamery Association (TCCA) prides itself in providing quality, all-natural cheeses using milk from cows that have not been treated with artificial growth hormones. TCCA believes that the freshest milk yields the best cheese products; therefore, Tillamook cheese is produced 24 hours a day, 365 days a year. All milk is tested before entering the plant and milk surpassing the strictest standards is directed toward cheesemaking as soon as it is received, helping to keep Tillamook as the #1 selling natural cheese brand in the Western United States.

The World Cheese Championship has been held every even-numbered year since 1958 and saw an 18% increase in entries for the 2010 competition. With 2,313 cheeses and butters entered into the championship, the Wisconsin Cheese Makers Association, the host of the event, enlisted an international panel of 30 experts from 12 nations to judge submissions. John Umhoefer, Executive Director of the Wisconsin Cheese Makers Association, announced

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that this was the first time in the contest's history that "each continent has offered cheese to the contest. The art of cheesemaking is thriving in nations around the globe [and] no other competition captures the breadth and depth of international cheesemaking."

For more information on the World Cheese Championship and results from the 2010 competition, please visit www.worldchampioncheese.org.

About Tillamook County Creamery Association

The Tillamook County Creamery Association (TCCA), formed as a farmer-owned cooperative in 1909, has earned a reputation as one of the nation's premier makers of cheese. TCCA is a national marketer of naturally aged cheddar and a variety of other cheeses, butter, and an extensive line of premium ice cream, sour cream and yogurt products. TCCA is most famously known for its internationally award-winning Tillamook® cheddar cheese. For more information, please visit www.TillamookCheese.com.

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MEDIA CONTACT:

BREAD & BUTTER PUBLIC RELATIONS

Dyan Dolfi

323.285.4000

dyan@breadandbutter.com

Rachel Ayotte

323.285.4000

rachel@breadandbutterpr.com