



PRESS RELEASE FOR IMMEDIATE RELEASE

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Karoun Dairies, Inc. a Handmade Success Story Celebrates 20 Years in California! *California Cheesemaker Turns Authentic Handmade Cheeses and Natural Yogurts into the American Dream*

(Turlock, California) – 25th October 2012. For the Baghdassarian family, cheese is more than a business; it has been a journey across continents, a perfect example of the American dream fulfilled. **Karoun Dairies, Inc.** (karouncheese.com) is a family-owned business built on the art and science of authentic handmade cheeses and natural yogurts. Karoun Dairies' uses state-of-the-art technology, the finest California milk, and traditional recipes to handcraft a wide array of some of the finest cheeses and yogurts. The Karoun story encompasses a dream and a passion blended with traditional and artisanal cheese making technology.

In 1990, towards the end of civil war in Lebanon, Mr. Anto Baghdassarian fled the country for America, where his family would be safe and he could educate his children. He brought with him his love and passion for making handmade cheeses and natural yogurts that were so much a part of his life in his home country. With experience in dairy agriculture and a European education in dairy science, he began a small store-front in Hollywood, California. Mr. Baghdassarian started making artisanal, hand-braided string cheese that he sold to a variety of specialty cheese stores in the Southern California area.

Founded in 1992, Karoun Dairies, Inc. has grown from producing small-run specialty cheeses, to nationwide mainstream distribution of a wide variety of handmade cheeses and all natural yogurt products while still maintaining their dedication to products of the highest quality. Karoun Dairies, Inc. uses only fresh California Milk, free of growth hormones, BGH/rBST all of which is sourced from farms within a 30 mile radius of the facility.

Mr. Baghdassarian continues to guide Karoun Dairies with passion and vision, and along the way has been joined by his youngest son Rostom Baghdassarian, who serves as the company's Chief Operations Officer and his son-in-law Tsolak Khatcherian, who is the company's Chief Financial Officer. "The key to our success lies in our employees, who we consider family," says Mr. Baghdassarian. "Without them or their passion and commitment there is no Karoun Dairies. The Karoun handmade cheeses and natural yogurts are a reflection of our ethnic past, our present employees, and our shared vision for the future. To all that have been and are currently involved I am truly grateful."

Karoun Dairies' success stems from their dedication to making superior quality handmade cheeses and all natural yogurts. This dedication and outstanding quality were recognized at the American Cheese



Society Awards 2012 with Karoun Dairies' coming away with 5 awards to add to a growing collection that recognize one of California's finest cheese artisans.

Cultured products cows milk:

1st place - Karoun Labne

Fresh un-ripened Hispanic style cheese category:

1st place - Queso del Valle Queso Fresco

2nd place - Queso del Valle Panela

Smoked cheeses open category cows milk:

3rd place - Karoun Smoked Braided String Cheese

Yogurts with no additional ingredients cows milk:

3rd place Karoun Yogurt

"All of our all natural yogurts and handmade cheeses are produced in our state-of-the art California facility yet benefit from the hand-crafted traditional methods of blending, aging and fermentation," said Mr. Rostom Baghdassarian, COO of Karoun Dairies. "We take pride in the many extra steps necessary to insure Karoun all natural yogurts and handmade cheeses are the finest possible, bursting with purity and freshness."

For product samples, press materials, or further information, please contact Leigh-Anne Anderson, Christie Communications, at 805-770-2701, or landerson@christiecomm.com.

About Karoun Dairies, Inc.: Founded in 1992, Karoun Dairies, Inc is a family-run business reflecting fulfillment of the American dream. The company has continued to grow from creating hand braided String Cheese for local ethnic and specialty cheese stores, to producing a wide variety of Mediterranean specialty cheeses and yogurt products with nationwide mainstream distribution. All Karoun Dairies, Inc cheeses are natural and handmade using only milk from cows that are free from growth hormones, BGH/rBST, and are Real California Milk certified. All Karoun Dairies, Inc yogurt products (yogurt, kefir cheese (labne) and sour cream) are all natural and OU Kosher certified. For a location near you please visit karouncheese.com.