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FOR IMMEDIATE RELEASE

## **Franklin Foods Launches Redesigned Web Site**

*Company Mission to Re-Invent Cream Cheese Enters New Digital Age*

**ENOSBURG FALLS, Vt. — Oct. 16, 2009** — [Franklin Foods](#), a key player in the U.S. dairy industry, announces the launch of its redesigned website, [www.franklinfoods.com](http://www.franklinfoods.com). Franklin Foods' new web site presents online visitors with improvements in navigation, appearance, accessibility and consumer connectivity to support the company's rapid growth plans in both business-to-business and business-to-consumer channels.

The strategy of the new site focuses on engaging and informing visitors about Franklin Foods' award-winning products, brands and capabilities. Also, the site debuts a new corporate brand identity and provides e-newsletter sign-up, broker and sales information, online recipes, a blog and more.

"Satisfying the diverse needs of business and retail customers in a visitor- and search engine-friendly format was a challenge," stated Rocco Cardinale, director of marketing. "The new web site provides clear navigation, enhanced graphics and a variety of social media tools for us to connect with our customers. Plus, increased search engine optimization, robust site analytics and customer relationship management capabilities will provide a platform for future sales, marketing, and social media initiatives."

Customers can connect with and follow Franklin Foods as it pursues its mission to Re-Invent Cream Cheese®, on the company's [Facebook fan page](#), [Twitter page](#), [YouTube channel](#) and [Franklin Foods blog](#).

### **About Franklin Foods**

[Franklin Foods](#), Inc., is located in Enosburg Falls, Vermont's dairy capital. Franklin Foods began producing cheese in 1899, using fresh milk and cream from nearby farms. Today, the Franklin Foods traditions of excellent quality, delicious taste and dairy innovation continue. Franklin Foods is the fourth-largest cream cheese producer in the United States and is on a mission to Re-Invent Cream Cheese® for today's consumer. Franklin Foods' award-winning products are distributed to industrial, institutional, food service, private-label, supermarket and club store accounts across the United States and in select international markets. For more information, visit [www.franklinfoods.com](http://www.franklinfoods.com).

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