

NEWS RELEASE

**UPRICHARD APPOINTED CHIEF EXECUTIVE
OF a2 Milk™ JOINT VENTURE**

A2 Milk (UK), the joint venture established by Robert Wiseman Dairies and the A2 Corporation has confirmed the appointment of Sean Uprichard as Chief Executive.

He takes up his new position next month having spent the last four years at the helm of Suso Drinks Ltd, who produce a range of healthy fruit based soft drinks aimed at the teenage market.

He was previously co-founder and General Manager of Relentless Energy, a joint venture established by the Coca-Cola Company and its bottler Coca Cola Enterprises to launch a new energy drink into the UK market, now a £65 million brand. He also filled senior sales and marketing roles with L'Oreal and Unilever previously.

In November 2011, Britain's biggest fresh milk company, Robert Wiseman Dairies and A2 Corporation, a company listed in New Zealand, announced the creation of a joint venture and the intention to introduce a range of a2 Milk™ products from Summer 2012.

Robert Wiseman, Chairman of A2 Milk (UK), said:

"Sean's experience working in brand marketing and sales, dealing with UK retailers and operating in a JV structure combined to make him the outstanding candidate for the role of CEO.

"We are delighted to welcome him to this exciting venture as we work towards the launch of a2 Milk™ in the UK this summer."

Ends

January 9th 2011

Issued by Graeme Jack, Communications Director, Robert Wiseman Dairies Tel 01355 598585 or mob 07900 430269

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Notes to editors:

a2 Milk™

a2 Milk™ is pure fresh milk from cows specially selected to produce only A2 beta-casein protein, the 'original milk protein' which all dairy cows produced prior to a natural genetic variation which occurred several thousands of years ago which led to the appearance of A1 beta-casein protein in dairy herds.

Milk containing A1 and A2 beta-casein is a nutritious and healthy food and in Britain, most fresh milk for sale contains both types of beta-casein protein.

In Australia, where a2 Milk™ has been available for a number of years, many people who have self-diagnosed intolerance of milk but are not medically diagnosed as being lactose intolerant, are finding that their symptoms are improved or completely alleviated by drinking a2 Milk™.

Robert Wiseman Dairies

Robert Wiseman Dairies procures, processes and distributes almost a third of all fresh milk consumed in Britain, every day. Founded in East Kilbride in 1947 and listed on the London Stock Exchange in 1994, the company operates 6 dairies and 14 distribution depots in Britain, and employs more than 4,800 staff.

A2 Corporation

A2 Corporation Limited is a branded consumer goods company listed on the New Zealand Stock Exchange. It owns and commercialises internationally intellectual property associated with a2 Milk™ – the original milk protein – which many consumers believe is a healthy alternative to standard milk. a2 Milk™ is one of the fastest growing grocery lines in Australia, commanding a market share of over 2.0% of fresh milk in the grocery channel by volume.