



## Freedom Nutritional Products Limited

**14<sup>th</sup> November 2002**

### **A2 Corporation release to the NZAX on increase A2 dairy milk sales**

A2 Corporation (A2C) our joint venture partner in A2 Dairy Products Australia Pty Limited made the following release to the New Zealand Stock Exchange highlighting the recent Australian sales growth of a2 dairy milk.

Freedom Nutritional Products Limited, like A2C, is positive as to the opportunities for a2 dairy milk in the Australian market. A marketing campaign to consumers and health care professionals focusing on the unique benefits of a2 milk will commence shortly with the objective of further building brand awareness.

**Michael Jenkins**  
**Company Secretary**



## **a2 MILK™ SALES IN NZ / AUSTRALIA INCREASE SUBSTANTIALY**

**Auckland, 13<sup>th</sup> November 2007** – Due to the recent publicity surrounding the positive benefits of a2 Milk™ as a result of the launch of Professor Keith Woodford's book "Devil in the Milk", A2 Corporation Limited (NZAX: ATM) ("A2C") felt it appropriate to provide this update to the market.

Professor Woodford's book has been widely reported in New Zealand and Australia, and this has resulted in a significant increase in demand for a2 Milk™.

Anthony Lawler, CEO of A2C said "We have been pleased with the impact Professor Woodford's book launch has had on demand for our product. Our Australian joint venture company A2 Dairy Products Australia has reported an average 80% increase in sales across the 1,100 stores stocking a2 Milk™ since the book was launched.

This is obviously a positive result for A2C with more and more consumers in Australia recognizing the benefits of a2 Milk™. Our present contracted farmer suppliers have the capacity to meet this current increased demand, and we have been successful in securing new supply volumes to meet expected future requirements."

Lawler adds that "In New Zealand we have not been able to match consumer demand in some geographic regions. We are currently working on securing new supply to meet this increased demand which will also allow A2C to prepare for future growth in product sales by contracting New Zealand based supply herds".

For more information please contact:

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### **About A2 Corporation**

A2 Corporation owns and licenses intellectual property that relates to the production, manufacture and marketing of a2 Milk™ and a2 Milk™ products. a2 Milk™ is naturally produced to contain maximum amounts of a milk protein variant that is associated by a number of studies with potential benefits in some individuals. A2 Corporation does not produce a2 Milk™, but licenses its intellectual property to suitable partners around the world.

For more information please visit our website – [www.a2corporation.com](http://www.a2corporation.com)