



est. 1964

FOR IMMEDIATE RELEASE

For more information, call

(816) 960-5658

or email mediarelations@bradv.com

Dairy Farmers of America Selects Bernstein-Rein

KANSAS CITY, Mo. — After an extensive review of digital solutions providers, Bernstein-Rein Advertising has been chosen by Dairy Farmers of America (DFA), a national milk marketing cooperative and Fortune 500 company, to design and execute a new online corporate communications platform. The website redesign, set to replace its current presence at DFAMilk.com, will be designed as a communications hub intended to serve not only the nearly 18,000 member-owners of DFA, but also the company's various internal divisions that serve the diverse needs of the general membership.

The site is currently slated to launch in January, and not only will it be an information and news portal for current members, but it will also serve to educate potential members and the public at large regarding DFA's services, products, activities and values. Built on the Drupal content management system, an open-source software solution employed on such sites as WhiteHouse.gov and FastCompany.com, the new DFAMilk.com will take full advantage of the benefits of current social and content syndication technologies.

"Dairy Farmers of America is excited to work with Bernstein-Rein on our website redesign. The creative ideas that they brought to the table were bright and fresh, and they worked with us on a technical solution that fit not only our needs but our budget as well," said Cindy Olsen, corporate communications project manager, DFA.

"Our partnership with Dairy Farmers of America is a great win," said Steve Bernstein, President, Bernstein-Rein. "Pairing large-scale corporate website redesign with our history of creating award-winning campaign microsites really showcases the depth of digital capabilities." The agency's other digital clients include: McDonald's, Bayer Animal Health, Clayton Homes, Christopher Elbow Artisanal Chocolates and Hostess.

■ bernstein-rein • 4600 madison avenue
kansas city, missouri 64112

816

phone
756 0640

fax
933 6000

bernsteinrein.com

About Bernstein-Rein:

Bernstein-Rein is the agency and marketing partner that sees what others don't see. It discovers key consumer insights leading to creative solutions that inspire consumers to act, ultimately driving sales results that enable clients to win. Established in 1964, Bernstein-Rein continues to leverage insightful imagination to build some of the world's best-known brands. Go to bernsteinrein.com to see a list of clients and award-winning work.

About Dairy Farmers of America:

A farmer-owned cooperative, Dairy Farmers of America, Inc. represents nearly 18,000 dairy producers in 48 states. Each year, DFA markets 62 billion pounds of milk to companies and plants throughout the country. In addition, it is a dairy foods processor, with 20 wholly-owned manufacturing plants throughout the country that produce various dairy products like cheese and butter and dairy ingredients like whey, condensed milk and cheese powder. In addition to its own plants, members' milk is delivered to various customers and joint venture partners like Roberts Dairy, Hiland Dairy and Dean Foods.

#