



For More Information, Contact:
Terry Lusetti
Investor Relations

503-256-3754
www.yocream.com

YOCREAM ANNOUNCES THE FIRST SOFT SERVE FROZEN YOGURT
WITH BENEFICIAL PROBIOTICS CLINICALLY PROVEN

PORTLAND, Ore., June 30 /PRNewswire-FirstCall/ -- YoCream International, Inc. (Pink Sheets: YOCCM.PK) is pleased to announce new YoCream High Culture(TM) Frozen Yogurt with L. acidophilus NCFM (trade name HOWARU(R) Dophilus) premium probiotics: the first soft serve frozen yogurt with beneficial probiotics clinically proven to strengthen the body's natural digestive system.

"Real fermented yogurt has been considered a healthful food for thousands of years," stated Suzanne Gardner, YoCream Director of Marketing, "Since the 1970's, YoCream has cultured its frozen yogurt through a traditional fermentation process resulting in high culture counts in all of our frozen yogurt products." Now, clinical studies have scientifically proven and documented previously assumed health benefits of select probiotic culture strains. "As the leader in the soft serve frozen yogurt industry, it is important for us to be first to market with a frozen yogurt product enhanced with an additional L. acidophilus probiotic that is backed by scientific studies documenting health benefits."

New High Culture(TM) Frozen Yogurt supplements YoCream's existing product line of live and active culture frozen yogurts. YoCream, with technical support from Danisco, developed High Culture(TM) with L. acidophilus NCFM to supply a high viable culture

count which provides consumers with living microorganisms at a daily dose demonstrated to promote health benefits. Enhanced with this strain, High Culture(TM) Frozen Yogurt:

- Supports good digestive health
- Improves intestinal microbial balance
- Aids in the digestion of dairy products
- Inhibits harmful bacteria and promotes improved digestion

This new sweet creamy soft serve frozen yogurt has a natural yogurt flavor profile, is nonfat, a good source of calcium, is low in sodium and contains only 100 calories per 4 oz serving. Each serving contains 1 billion Lactobacillus acidophilus NCFM cultures in addition to the S. thermophilus, L. bulgaricus, L. lactis and L. acidophilus present in all other YoCream products.

"HOWARU(R) Dophilus is the world's best documented Lactobacillus acidophilus and the only L. acidophilus with its genome fully sequenced," remarked Peggy Steele, Danisco Global Business Director. "Studies began on this strain in the early 1970's, so there are many years of proven safety and efficacy." The gastrointestinal tract is the body's largest immune organ, containing an estimated 80% of all antibody-producing cells. An immune system that functions optimally is an important safeguard against infectious and non-infectious diseases, so the intestinal microflora represents one of the key elements in support of this system. "We were pleased to work with YoCream to bring this probiotic to the consumer in such an enjoyable product," stated Steele.



YoCream High Culture(TM) Frozen Yogurt with L. acidophilus NCFM promotes improved digestion and improved intestinal microbial balance. According to the American College of Gastroenterology, approximately one-third of the U.S. adult population suffers from some type of gastrointestinal ailment. Studies have shown that ingestion of probiotics is beneficial in maintaining the body's delicate microbial balance, which is a critical factor in human health and well-being.

"For us, it has always been a priority to develop delightful cultured products that every consumer can enjoy," stated Gardner. YoCream produces over 50 varieties of frozen yogurt, all of which meet and exceed the National Yogurt Association's (NYA) criteria for live and active cultured frozen yogurt. "In fact, our Original Tart(TM) Frozen Yogurts and new High Culture(TM) Frozen Yogurt even meet the NYA's higher culture requirements for refrigerated cup yogurt. This means that consumers can enjoy their daily cultures by consuming YoCream frozen yogurt, too." YoCream products display the official NYA Live and Active Cultures seal. "We urge consumers to look for this distinctive seal when they purchase frozen yogurt," concluded Gardner.

To learn more about YoCream(R) High Culture(TM) Frozen Yogurt, visit www.yocream.com or call 1-800-YOCREAM. To learn more about HOWARU(R) Dophilus visit www.howaru.com. To learn more about yogurt and its health benefits, visit the National Yogurt Association's site www.aboutyogurt.com.

ABOUT YOCREAM

YoCream International, Inc. (YOICM), with headquarters and a dairy and manufacturing facility in Portland, OR, is a pioneer and leading producer of frozen yogurt, desserts and beverages. Founded in 1977,



YoCream produces, markets and sells its signature frozen yogurt, tart frozen yogurt, ice cream and frozen custard mixes under the YoCream brand. YoCream Frozen Yogurt also features new Hershey's(R) branded flavors including: Heath(TM), Bubble Yum(TM), Hershey's(R)

Kisses(TM) Chocolate and Cherry Chocolate Cordial, Mounds(TM), Reese's(TM) Peanut Butter and York(TM) varieties. YoCream's frozen beverage product lines include Fruitquake(TM) frozen drinks and smoothies for blender, bar drinks and lemonades or ice teas as well as Jolly Rancher(TM), Bubble Yum(TM), Twizzlers(TM), Ice Breakers(TM), Rockstar(TM) and Jarritos(TM) frozen beverages for frozen carbonated and uncarbonated machine dispensing. YoCream's end-user customers number in the thousands and include marquee convenience stores, quality quick service restaurants, warehouse stores, prestigious eating establishments, large grocery chains, frozen yogurt shops, colleges, military and government foodservice locations, international restaurants and neighborhood stores involving over 250 specialty and full line distributors in the supply chain.

ABOUT DANISCO

With a rich and innovative portfolio, Danisco is a world leader in food ingredients, enzymes and bio-based solutions. Using nature's own materials, science and the knowledge of our 7,000 people, we design and deliver bio-based ingredients that meet market demand for healthier and safer products. Danisco's ingredients are used globally in a wide range of industries -- from bakery, dairy and beverages to animal feed, laundry detergents and bioethanol -- offering functional, economic and environmental benefits. Danisco's sales and production sites and innovation centres operate in more than 40 countries. Find out more at www.danisco.com