

**Client:** Lowell European-Style Yogurts  
**Agency:** Hanna Lee Communications, Inc.  
**Media Outlet:** PR Newswire  
**Circulation:** 79,234,000 hits daily (online)  
**Date:** September 9, 2009

---



# PR Newswire

United Business Media



## New Lowell European-Style Yogurts Win Raves from Critics and the Food Media

*Uncommon Creaminess and Vibrant Fruit Flavors  
Inspire Foodies to Think of Yogurt as a Spoonful of Healthy Indulgence*



[AlphaTrade Finance](http://finance.alphatrade.com/story/2009-09-09/PRN/200909091046PR_NEWS_USPR___CL72018.html)

13,000 Visitors/day \*

[http://finance.alphatrade.com/story/2009-09-09/PRN/200909091046PR\\_NEWS\\_USPR\\_\\_\\_CL72018.html](http://finance.alphatrade.com/story/2009-09-09/PRN/200909091046PR_NEWS_USPR___CL72018.html)



[AOL Money News](http://money.aol.com/article/new-lowell-european-style-yogurts-win/662371)

18,566,000 Visitors/day \*

<http://money.aol.com/article/new-lowell-european-style-yogurts-win/662371>



[Arizona Republic](http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=AZCALL.story&STORY=/www/story/09-09-2009/0005090647&EDATE=)

24,000 Visitors/day \*

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=AZCALL.story&STORY=/www/story/09-09-2009/0005090647&EDATE=>



[Atlanta Business Chronicle](http://www.bizjournals.com/atlanta/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)

95,000 Visitors/day \*

[http://www.bizjournals.com/atlanta/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/atlanta/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Austin Business Journal](http://www.bizjournals.com/austin/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)

95,000 Visitors/day \*

[http://www.bizjournals.com/austin/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/austin/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Baltimore Business Journal](http://www.bizjournals.com/baltimore/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)

95,000 Visitors/day \*

[http://www.bizjournals.com/baltimore/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/baltimore/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Birmingham Business Journal](http://www.bizjournals.com/birmingham/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)

95,000 Visitors/day \*

[http://www.bizjournals.com/birmingham/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/birmingham/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Bizjournals.com, Inc.](http://www.bizjournals.com)

95,000 Visitors/day \*

[http://www.bizjournals.com/prnewswire/press\\_releases/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/prnewswire/press_releases/New_York/2009/09/09/CL72018)



[Bolsamania \(Web Financial Group\)](http://www.bolsamania.com)

[http://www.bolsamania.com/internacional/noticia.php?origen=feed\\_prnews.noticias&id=CL7201809092009-1](http://www.bolsamania.com/internacional/noticia.php?origen=feed_prnews.noticias&id=CL7201809092009-1)



[Boston Business Journal](http://www.bizjournals.com/boston)

95,000 Visitors/day \*

[http://www.bizjournals.com/boston/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/boston/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Breitbart.com](http://www.breitbart.com)

128,000 Visitors/day \*

[http://www.breitbart.com/article.php?id=prnw.20090909.CL72018&show\\_article=1](http://www.breitbart.com/article.php?id=prnw.20090909.CL72018&show_article=1)



[Business First of Buffalo](http://www.bizjournals.com/buffalo)

95,000 Visitors/day \*

[http://www.bizjournals.com/buffalo/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/buffalo/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Business First of Columbus](http://www.bizjournals.com/columbus)

95,000 Visitors/day \*

[http://www.bizjournals.com/columbus/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/columbus/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Business First of Louisville](http://www.bizjournals.com/louisville)

95,000 Visitors/day \*

[http://www.bizjournals.com/louisville/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/louisville/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Business Journal of Greater Milwaukee](http://www.bizjournals.com/milwaukee)

95,000 Visitors/day \*

[http://www.bizjournals.com/milwaukee/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/milwaukee/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Business Journal of Phoenix](http://www.bizjournals.com/phoenix)

95,000 Visitors/day \*

[http://www.bizjournals.com/phoenix/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/phoenix/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Business Journal of the Greater Triad Area](http://www.bizjournals.com/triad)

95,000 Visitors/day \*

[http://www.bizjournals.com/triad/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/triad/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Business Review \(Albany\)](http://www.bizjournals.com/albany)

95,000 Visitors/day \*

[http://www.bizjournals.com/albany/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/albany/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Charlotte Business Journal](http://www.bizjournals.com/charlotte)

95,000 Visitors/day \*

[http://www.bizjournals.com/charlotte/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/charlotte/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)



[Cincinnati Business Courier](http://www.bizjournals.com/cincinnati)

95,000 Visitors/day \*

[http://www.bizjournals.com/cincinnati/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/cincinnati/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)

**CONFERENCES & TRADE SHOWS TODAY**  
AN ONLINE SERVICE FOR INDUSTRY PROFESSIONALS

[Conferences & Trade Shows Today](#)

<http://conferences.einnews.com/article.php?nid=8115>

4,000 Visitors/day \*



[Dallas Business Journal](#)

[http://www.bizjournals.com/dallas/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/dallas/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)

95,000 Visitors/day \*



[Dayton Business Journal](#)

[http://www.bizjournals.com/dayton/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/dayton/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)

95,000 Visitors/day \*



[Denver Business Journal](#)

[http://www.bizjournals.com/denver/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/denver/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)

95,000 Visitors/day \*



[East Bay Business Times](#)

[http://www.bizjournals.com/eastbay/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/eastbay/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)

95,000 Visitors/day \*



[Forbes.com](#)

[http://www.forbes.com/feeds/prnewswire/2009/09/09/prnewswire200909091046PR\\_NEWS\\_USPR\\_\\_\\_\\_CL72018.html](http://www.forbes.com/feeds/prnewswire/2009/09/09/prnewswire200909091046PR_NEWS_USPR____CL72018.html)

187,000 Visitors/day \*



[Fort Wayne News Sentinel](#)

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=ILS&STORY=/www/story/09-09-2009/0005090647&EDATE=Sep+9,+2009>

24,000 Visitors/day \*

[Globe Investor/Toronto Globe and Mail](#)

<http://www.globeinvestor.com/servlet/story/PRNEWS.20090909.CL72018/GIStory/>



[Hoover's](#)

[http://industries.hoovers.com/industry\\_news?article=167996](http://industries.hoovers.com/industry_news?article=167996)

61,000 Visitors/day \*



[Houston Business Journal](#)

[http://www.bizjournals.com/houston/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/houston/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)

95,000 Visitors/day \*



[Interest!ALERT](#)

[http://interestalert.com/story/09090000aaa069d5.prn/siteia/FOODBEVR/food\\_and](http://interestalert.com/story/09090000aaa069d5.prn/siteia/FOODBEVR/food_and)



[Jacksonville Business Journal](#)

[http://www.bizjournals.com/jacksonville/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/jacksonville/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)

95,000 Visitors/day \*



[KAIT ABC-8 \(Jonesboro, AR\)](#)

<http://www.kait8.com/Global/story.asp?S=11098497>

7,000 Visitors/day \*



[Kansas City Business Journal](#)

[http://www.bizjournals.com/kansascity/prnewswire/press\\_releases/national/New\\_York/2009/09/09/CL72018](http://www.bizjournals.com/kansascity/prnewswire/press_releases/national/New_York/2009/09/09/CL72018)

95,000 Visitors/day \*



[KATC ABC-3 \(Lafayette, LA\)](http://www.katc.com/Global/story.asp?S=11098510)  
<http://www.katc.com/Global/story.asp?S=11098510>

9,000 Visitors/day \*



[KAZT IND-7 \(Phoenix/Prescott, AZ\)](http://www.arizonasown.com/Global/story.asp?S=11098510)  
<http://www.arizonasown.com/Global/story.asp?S=11098510>



[KCAU ABC-9 \(Sioux City, IA\)](http://www.kcautv.com/Global/story.asp?S=11098510)  
<http://www.kcautv.com/Global/story.asp?S=11098510>

[KCBA-TV FOX-35 \(Salinas, CA\)](http://www.kcba.com/Global/story.asp?S=11098497)  
<http://www.kcba.com/Global/story.asp?S=11098497>



[KCBD NBC-11 \(Lubbock, TX\)](http://www.kcbd.com/Global/story.asp?S=11098497)  
<http://www.kcbd.com/Global/story.asp?S=11098497>

7,000 Visitors/day \*



[KCOY CBS-12 \(Santa Maria, CA\)](http://www.kcoy.com/Global/story.asp?S=11098497)  
<http://www.kcoy.com/Global/story.asp?S=11098497>



[KDBC CBS-4 \(El Paso, TX\)](http://www.kdbc.com/Global/story.asp?S=11098510)  
<http://www.kdbc.com/Global/story.asp?S=11098510>



[KESQ ABC-3 \(Palm Desert, CA\)](http://www.kesq.com/Global/story.asp?S=11098510)  
<http://www.kesq.com/Global/story.asp?S=11098510>

1,000 Visitors/day \*



[KFDA CBS-10 \(Amarillo, TX\)](http://www.newschannel10.com/Global/story.asp?S=11098497)  
<http://www.newschannel10.com/Global/story.asp?S=11098497>

3,000 Visitors/day \*



[KFJX-TV FOX-14 \(Pittsburg, KS\)](http://www.fox14tv.com/Global/story.asp?S=11098510)  
<http://www.fox14tv.com/Global/story.asp?S=11098510>

[KFVE MyNetworkTV-5 \(Honolulu, HI\)](http://www.k5thometeam.com/Global/story.asp?S=11098497)  
<http://www.k5thometeam.com/Global/story.asp?S=11098497>



[KFVS CBS-12 \(Cape Girardeau, MO\)](http://www.kfvs12.com/Global/story.asp?S=11098510)  
<http://www.kfvs12.com/Global/story.asp?S=11098510>

4,000 Visitors/day \*



[KGUN ABC-9 \(Tucson, AZ\)](http://www.kgun9.com/Global/story.asp?S=11098497)  
<http://www.kgun9.com/Global/story.asp?S=11098497>



[KHNL NBC-8 \(Honolulu, HI\)](http://www.khnl.com/Global/story.asp?S=11098497)  
http://www.khnl.com/Global/story.asp?S=11098497

5,000 Visitors/day \*

[KHQ-TV NBC-6 \(Spokane, WA\)](http://www.khq.com/Global/story.asp?S=11098497)  
http://www.khq.com/Global/story.asp?S=11098497

5,000 Visitors/day \*

[KIFI-TV ABC-8 \(Idaho Falls, ID\)](http://www.localnews8.com/Global/story.asp?S=11098497)  
http://www.localnews8.com/Global/story.asp?S=11098497

3,000 Visitors/day \*

[KION CBS-46 \(Salinas, CA\)](http://www.kionrightnow.com/Global/story.asp?S=11098497)  
http://www.kionrightnow.com/Global/story.asp?S=11098497

[KIVI-TV ABC-6 \(Boise, ID\)](http://www.kivitv.com/Global/story.asp?S=11098510)  
http://www.kivitv.com/Global/story.asp?S=11098510

1,000 Visitors/day \*

[KJCT-TV ABC-8 \(Grand Junction, CO\)](http://www.kjct8.com/Global/story.asp?S=11098497)  
http://www.kjct8.com/Global/story.asp?S=11098497

[KKFX FOX-11 \(Santa Maria, CA\)](http://www.myfox11.com/Global/story.asp?S=11098497)  
http://www.myfox11.com/Global/story.asp?S=11098497



[KLFY CBS-10 \(Lafayette, LA\)](http://www.klfy.com/Global/story.asp?S=11098497)  
http://www.klfy.com/Global/story.asp?S=11098497

6,000 Visitors/day \*



[KLKN ABC-8 \(Lincoln, NE\)](http://www.klkn.com/Global/story.asp?S=11098510)  
http://www.klkn.com/Global/story.asp?S=11098510



[KLTV ABC-7 \(Tyler, TX\)](http://www.kltv.com/Global/story.asp?S=11098497)  
http://www.kltv.com/Global/story.asp?S=11098497

7,000 Visitors/day \*

[KMEG-TV CBS-14 \(Sioux City, IA\)](http://www.kmeg.com/Global/story.asp?S=11098510)  
http://www.kmeg.com/Global/story.asp?S=11098510



[KMIR NBC-6 \(Palm Desert, CA\)](http://www.kmir6.com/Global/story.asp?S=11098497)  
http://www.kmir6.com/Global/story.asp?S=11098497

[KMPH-TV FOX-26 \(Fresno, CA\)](http://www.kmph.com/Global/story.asp?S=11098497)  
http://www.kmph.com/Global/story.asp?S=11098497

5,000 Visitors/day \*

[KMTV-TV CBS-3 \(Omaha, NE\)](http://www.kmtv.com/Global/story.asp?S=11098497)  
http://www.kmtv.com/Global/story.asp?S=11098497

2,000 Visitors/day \*

[KNDU-TV NBC-3 \(Yakima, WA\)](http://www.kndo.com/Global/story.asp?S=11098510)  
http://www.kndo.com/Global/story.asp?S=11098510

[KNDU-TV NBC \(Kennewick, WA\)](http://www.kndu.com/Global/story.asp?S=11098497)  
http://www.kndu.com/Global/story.asp?S=11098497

2,000 Visitors/day \*



[KNOE-TV CBS-8 \(Monroe, LA\)](http://www.knoe.com/Global/story.asp?S=11098510)  
http://www.knoe.com/Global/story.asp?S=11098510

1,000 Visitors/day \*

[KOAM-TV CBS-7 \(Pittsburg, KS\)](http://www.koamtv.com/Global/story.asp?S=11098497)  
http://www.koamtv.com/Global/story.asp?S=11098497



[KOLD CBS-13 \(Tucson, AZ\)](http://www.kold.com/Global/story.asp?S=11098497)  
http://www.kold.com/Global/story.asp?S=11098497

3,000 Visitors/day \*



[KOTA ABC-3 \(Rapid City, SD\)](http://www.kotatv.com/Global/story.asp?S=11098510)  
http://www.kotatv.com/Global/story.asp?S=11098510

[KOTV-TV CBS-6 \(Tulsa, OK\)](http://www.newson6.com/Global/story.asp?S=11098497)  
http://www.newson6.com/Global/story.asp?S=11098497

12,000 Visitors/day \*



[KPLC NBC-7 \(Lake Charles-Lafayette, LA\)](http://www.kplctv.com/Global/story.asp?S=11098497)  
http://www.kplctv.com/Global/story.asp?S=11098497

6,000 Visitors/day \*



[KPSP CBS-2 \(Thousand Palms, CA\)](http://www.kpsplocal2.com/Global/story.asp?S=11098510)  
http://www.kpsplocal2.com/Global/story.asp?S=11098510

[KPTH-TV FOX-44 \(Dakota Dunes, SD\)](http://www.kpth.com/Global/story.asp?S=11098497)  
http://www.kpth.com/Global/story.asp?S=11098497

[KPTM-TV FOX-42 \(Omaha, NE\)](http://www.kptm.com/Global/story.asp?S=11098497)  
http://www.kptm.com/Global/story.asp?S=11098497

[KPVI-TV NBC-6 \(Pocatello, ID\)](http://www.kpvi.com/Global/story.asp?S=11098497)  
http://www.kpvi.com/Global/story.asp?S=11098497

1,000 Visitors/day \*



[KOCW CW-12/19 \(Tulsa, OK\)](http://www.cw12-19.com/Global/story.asp?S=11098497)  
http://www.cw12-19.com/Global/story.asp?S=11098497

[KRDO-TV ABC-13 \(Colorado Springs, CO\)](http://www.krdo.com/Global/story.asp?S=11098497)  
http://www.krdo.com/Global/story.asp?S=11098497

[KRHD-TV ABC-40 \(Bryan-College Station, TX\)](http://www.abc40.com/Global/story.asp?S=11098497)  
http://www.abc40.com/Global/story.asp?S=11098497



[KRIS NBC-6 \(Corpus Christi, TX\)](http://www.kristv.com/Global/story.asp?S=11098510)  
http://www.kristv.com/Global/story.asp?S=11098510

1,000 Visitors/day \*



[KRNV CBS-4 \(Reno, NV\)](http://www.krnv.com/Global/story.asp?S=11098497)  
http://www.krnv.com/Global/story.asp?S=11098497

[KSBY-TV NBC-6 \(San Luis Obispo, CA\)](http://www.ksby.com/Global/story.asp?S=11098497)  
http://www.ksby.com/Global/story.asp?S=11098497

1,000 Visitors/day \*

[KSCW-TV CW-33 \(Wichita, KS\)](#)

<http://www.kansascw.com/Global/story.asp?S=11098497>

3,000 Visitors/day \*



[KSLA CBS-12 \(Shreveport, LA\)](#)

<http://www.ksla.com/Global/story.asp?S=11098510>

[KSWO-TV ABC-7 \(Lawton, OK\)](#)

<http://www.kswo.com/Global/story.asp?S=11098497>

3,000 Visitors/day \*

[KSWT-TV CBS-13 \(Yuma, AZ\)](#)

<http://www.kswt.com/Global/story.asp?S=11098497>



[KTEN NBC-10 \(Denison, TX\)](#)

<http://www.kten.com/Global/story.asp?S=11098497>

1,000 Visitors/day \*



---

Hanna Lee Communications, Inc.  
575 Madison Avenue, 10<sup>th</sup> floor  
New York, NY 10022  
Phone: (212) 527-9969 / [www.hannaleecomunications.com](http://www.hannaleecomunications.com)