



Nationally-Recognized Running Coach Ric Rojas to Train Employees for BolderBOULDER

Free employee training programs include individual coaching, regular training sessions, personal coaching web page and informational workshops

BROOMFIELD, COLO. (May 6, 2013) – For the fifth consecutive year, WhiteWave Foods, the Broomfield-based company that makes Silk®, Horizon Organic®, International Delight®, LAND O LAKES®* and Earthbound Farm®, is offering employees at its Broomfield headquarters complimentary training with world-renowned running expert Ric Rojas for the 2014 BolderBOULDER 10-kilometer race. This employee benefit is an extension of WhiteWave's annual sponsorship of the BolderBOULDER, taking place on May 26.

The 2014 training program is led by Rojas and his experienced team at Ric Rojas Running. In addition to three weekly training runs and monthly one on one sessions with participants to personalize the program for their individual needs, each participating employee also has access to their own interactive training webpage (www.trainingpeaks.com) and a variety of on-site training sessions on topics including nutrition, conditioning and sports psychology. This year's program also features an incentive prize to help keep motivation strong. The two employees with the highest participation rates over the course of the training program will each win a state-of-the-art Garmin Forerunner 2002 heart rate monitor and gift certificates from the Boulder Running Company. All WhiteWave employees will also have access to an on-site Boulder Running Company mobile store.

Rojas is a world-renowned running coach and winner of the BolderBOULDER's inaugural race in 1979. He has won countless events since his first BolderBOULDER, including three National Masters 5000-meter track championships and his runners and triathletes have been ranked among the best in the U.S.

"We are excited once again to provide coaching for WhiteWave employees preparing for the BolderBOULDER," said Rojas. "Our comprehensive training and incentive program will help ensure that WhiteWave employees are well prepared for a healthy and successful 2014 BolderBOULDER race."

In 2013, 85 of WhiteWave's approximately 500 Broomfield-based employees participated in the training program.

“We are looking forward to continuing to have Ric Rojas and his incredible team of coaches help our employees train for the upcoming BolderBOULDER,” said Brian Allen, Vice President of Sales for the West Region Grocery and Natural Channels at WhiteWave Foods and coordinator of the company’s BolderBOULDER training program. “His incredible program is a great way for us to maximize our sponsorship of the BolderBOULDER, while also supporting the health and fitness of our employees.”

ABOUT THE WHITEWAVE FOODS COMPANY

The WhiteWave Foods Company is a leading consumer packaged food and beverage company that manufactures, markets, distributes, and sells branded plant-based foods and beverages, coffee creamers and beverages, premium dairy products and organic produce throughout North America and Europe. The Company is focused on providing consumers with innovative, great-tasting food and beverage choices that meet their increasing desires for nutritious, flavorful, convenient, and responsibly-produced products. The Company’s widely-recognized, leading brands distributed in North America include Silk® plant-based foods and beverages, International Delight® and LAND O LAKES® coffee creamers and beverages, Horizon Organic® premium dairy products and Earthbound Farm® certified organic salads, fruits and vegetables. Its popular European brands of plant-based foods and beverages include Alpro® and Provamel®.

To learn more about WhiteWave, visit www.whitewave.com; and for more information about Earthbound Farm, visit www.ebfarm.com.

*The LAND O LAKES brand is owned by Land O’Lakes, Inc. and is used by license.