



FOR IMMEDIATE RELEASE

12 August 2011

Picton, ON the Fifth Town Artisan Cheese Company regrets to announce that Petra Kassun Mutch, Founder, Co-Director, President and co-owner of the Fifth Town Artisan Cheese Company has stepped down as President effective August 17th, 2011 for personal reasons.

To ensure operations continue without interruption, the co-owners have appointed Ms. Christine M. Legein to interim President, effective August 17th. Ms. Legein is currently Vice President of CCC Investment Banking a leading midmarket Canadian investment bank with a specialization in the food processing industry.

Ms. Legein has almost 30 years of experience in the food and beverage industry. Prior to her career in financial advisory and investment banking, Christine served in different executive roles in corporate development and operations at such market leaders as Ault Foods Limited and John Labatt Limited.

The Company is pleased to have Christine as President at this stage of the Company's development given the depth and breadth of her experience in the dairy industry. The Board of Directors has also retained CCC Investment Banking to evaluate the Company's strategic options to leverage Fifth Town's cheesemaking expertise and brand in order to drive the next phase of the Company's growth.

The Fifth Town Artisan Cheese Company was founded by Petra Kassun Mutch in 2004. After several years in design and development, construction began 2007 and the dairy opened June 2008 with then only 5 employees and three farms as suppliers. Since then, Fifth Town has grown to over 16 employees with 7 farm suppliers, and generates \$1.5M in revenues annually. The company was designed from the outset as a social purpose enterprise with governing values focused on leadership in sustainable enterprise management, local community contributions, and the triple bottom line. Approximately 93% of the money spent to make, market and distribute its products stayed in the community. Fifth Town has won over 35 prestigious national and international awards including Grand Champion on several occasions for its unique cave aged goat, sheep and cow milk cheeses. It recently took 5/21 awards given to Ontario dairies at the recent American Cheese Society Competition held in Montreal last weekend. In 2009, Fifth Town received the Premier's Award for Agri-Food Innovation. It is Canada's only Platinum LEED manufacturing facility and the only Platinum LEED dairy in the world. It has also received many awards for a variety of other initiatives including sustainable enterprise management, marketing, innovation, and architecture. Fifth Town is Canada's 8th B Corporation and achieved highest score at time of certification.

Although Ms. Kassun is stepping down from managing Fifth Town's operations, she still remains a shareholder.

In addition, Petra is in no way planning on slowing down. "Fifth Town, for me, was not just about cheese. It was also a wonderful opportunity to apply what I had learned in so far life and business to the design and launch of a brand new, forward looking, social purpose enterprise with an emphasis on sustainability. So, while Fifth Town has been the centre of my professional life over the past 7 years, I plan to continue to develop my strong interest in social purpose enterprise design and management because I believe that achieving social goals while generating a reasonable return for investors are entirely possible—and perhaps even necessary."

Ms. Kassun adds "The staff at Fifth Town are amazing as are our producers and all our customers. The local community has also been a huge contributor to our success. Fifth Town's current position in the market could not have been achieved without them. I am confident that with the continued support of all our constituents, Fifth Town will continue to grow and broaden its reach an impact over the years to come."

FIFTH TOWN ARTISAN CHEESE COMPANY (www.fifthtown.ca)

The award winning Fifth Town Artisan Cheese Company is an environmentally and socially responsible enterprise positioned as a niche producer of fine handmade cheeses using fresh, locally produced goat and sheep milk. The product development processes reflect the spirit of the Fifth Town brand which aims to integrate traditional methods and craftsmanship ethics with local terroir. Situated on 20 acres of agricultural land on the eastern ridge of Prince Edward County, the 4200 square foot Fifth Town dairy processing, retail and educational facility enhances the practice of artisan cheese making with advanced sustainable design. The project aims to be Platinum accredited under the Leadership in Energy and Environmental Design (LEED) program.

TO STAY IN TOUCH WITH PETRA KASSUN-MUTCH PLEASE NOTE:

Petra Kassun Mutch

New Email: petra@zugenruhe.ca

Cell: 613-503-0355

Website: www.zugenruhe.ca (coming soon)

Facebook: http://www.facebook.com/petrakassun_mutch

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FOR MORE INFORMATION REGARDING FIFTH TOWN, PLEASE CONTACT

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