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PEYTON HILLIS SIGNS ON TO TEAM ROCKIN' REFUEL **Cleveland's Star Running Back Joins Protein Sports Recovery Beverage Roster**

PHOENIX (September 13, 2011) – Shamrock Farms Rockin' Refuel™ announced today that Cleveland's star running back Peyton Hillis is the newest member of Team Rockin' Refuel. Rockin' Refuel is a first-of-its'-kind protein-fortified, low-fat chocolate milk that helps athletes' muscles recover after exercise.

"As a professional football player, my body takes a beating. Between workouts, drills and games, I need to refuel my muscles to get ready to compete. Rockin' Refuel gives me the healthy protein I need to recover, and it tastes great," said Hillis.

Hillis had a breakout 2010 season, rushing for more than 1,100 yards and scoring 13 touchdowns. He quickly became a fan favorite because of his bruising running style and unusual workout regimen, which includes pulling trucks.

"Rockin Refuel is thrilled to partner with Peyton Hillis to spread the word about our product's great-taste and protein-power," said Sandy Kelly, Sr. director of marketing at Shamrock Farms. "Unlike many other sports protein drinks on the market, Rockin Refuel is real milk, and Peyton is a big fan. We're fans of Peyton for his amazing abilities and his can-do attitude. It's going to be a great partnership."

In addition to appearing in Rockin' Refuel advertising and social media initiatives, Hillis will join professional sports nutritionist Lisa Dorfman for a nutrition education campaign to help players, parents, coaches and athletes of all ages to promote smart sports nutrition and the importance of protein.

Packed with 20 grams of high-quality protein, Rockin' Refuel is fast becoming the sports drink of choice among coaches, players and trainers. In addition to the great taste and nutritional benefits of 100 percent real milk, Rockin' Refuel has a 2:1 carb to protein ratio, ideal for maximum muscle recovery after a tough workout.

Team Rockin' Refuel is made up of top-tier athletic programs, training facilities and professional athletes. Rockin' Refuel is the official sports recovery beverage of St. Vincent Sports Performance, a nationally renowned training center based in Indianapolis. St. Vincent trains more than 300 college, amateur and professional athletes across many sports including basketball, track and field and football.

Available in chocolate, strawberry and vanilla, the 12 oz. on-the-go bottles retail for the suggested price of \$1.59 and are available in major retail and convenience store locations. Earlier this year, the brand launched a great-tasting 11-oz., shelf-stable variety which can be ordered online.

For more information, or to purchase Rockin' Refuel visit www.rockinrefuel.com, www.facebook.com/rockinrefuel, or @rockinrefuel.

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About Shamrock Farms: Shamrock Farms, one of the largest family-owned dairies in the country, manufactures the brands Rockin' Refuel, protein-fortified flavored milk and Shamrock Farms Mmmilk, which can be found in all 22,000 SUBWAY® Restaurants nationwide. Headquartered in Phoenix, Shamrock Farms has its own farm hosting a herd of more than 10,000 cows, and was founded in 1922 in Tucson, Arizona. For more information, visit www.shamrockfarms.net and www.rockinrefuel.com.