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Shamrock Farms and Rockin' Refuel Sign Three Year Deal to Sponsor the U.S. Ski Team, U.S. Snowboarding and U.S. Freeskiing

Strategic Partnership Allows Milk Brand to Power New Athletes and Audiences

Phoenix, AZ – Shamrock Farms and its popular Rockin' Refuel line of protein milk beverages signed on as sponsors of the U.S. Ski Team, U.S. Snowboarding and U.S. Freeskiing. The three-year partnership establishes Shamrock Farms as the exclusive white and flavored milk beverage, and Rockin' Refuel as the official protein drink of the national teams and their more than 200 athletes. As sponsors, Shamrock Farms and Rockin' Refuel will fuel athletes and fans with their great-tasting milk and protein milk beverages.

"This partnership is the perfect fit for Shamrock Farms and Rockin' Refuel—we're already the preferred brand for top collegiate and professional sports teams and athletes," said Ann Ocaña, chief marketing officer for Shamrock Foods Company. "We're proud to now provide the healthy protein and essential nutrients these world-class ski and snowboard athletes need to power their bodies, and compete at the highest level."

The partnership kicks off November 26 at the Audi FIS Ski World Cup at Killington, where top athletes including Mikaela Shiffrin and Resi Stiegler will be competing. Shamrock Farms and Rockin' Refuel – known for their pure, fresh milk – will support the partnership through advertising, events, special edition packaging, social media and public relations efforts.

"Our athletes are constantly pushing themselves in training, both on the snow and in the gym," said USSA Chief Marketing Officer Michael Jaquet. "Our nutritionists here at the Center of Excellence in Park City, Utah are always looking for ways to increase protein intake. This partnership allows that to happen here at the Center of Excellence and on the road, helping our athletes achieve their goal of being Best in the World."

Elite ski and snowboard athletes need a high-quality protein source to keep their bodies strong and healthy throughout the intense season. Rockin' Refuel's complete line of protein milk beverages tastes great and offers multiple varieties for the full spectrum of workout goals on and off the slopes. Rockin' Refuel also recently sponsored the popular Warrior Dash race series, and currently fuels elite athletes including pro football players AJ Green and David Johnson.

Shamrock Farms mmmilk offers white and flavored milk varieties made with pure, fresh ingredients, and with no added hormones. Every serving offers nine essential nutrients your body needs to function efficiently through an active day.

Look for Rockin' Refuel products in the dairy case at grocery and convenience stores nationwide, and Shamrock Farms products in more than 50,000 quick service restaurants across the country.

For more information, visit www.rockinrefuel.com and www.shamrockfarms.net.

About Shamrock Farms: Shamrock Farms, one of the largest family-owned dairies in the country, manufactures the brand's Rockin' Refuel, protein-fortified flavored milk, Cold Brew Coffee & Milk and Shamrock Farms mmmilk, which can be found in retailers and over 50,000 quick service restaurants nationwide. The Rockin' Refuel product portfolio includes Muscle Recovery®, designed to maximize rebuilding muscles after working out and Muscle Builder® and Lean Builder®, designed to build muscle with high protein and low carbohydrates. 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.rockinrefuel.com or go to Facebook/Rockin Refuel or @RockinRefuel.