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GOLD MEDALIST TED LIGETY JOINS TEAM ROCKIN' REFUEL

Alpine Ski Racer Chooses Rockin' Refuel by Shamrock Farms as Protein Beverage Partner

Phoenix, AZ - Rockin' Refuel®, a complete line of protein-packed milk beverages by Shamrock Farms, announced today that U.S. Ski Team athlete, Ted Ligety, one of the most decorated alpine ski racers in history, will join Team Rockin' Refuel. Ligety will be featured in the brand's advertising, social media and public relations campaign beginning this fall.

The addition of Ligety helps strengthen Rockin' Refuel and Shamrock Farms' affiliation with the sport, after announcing a three-year sponsorship of the U.S. Ski and Snowboard Teams in 2016. Rockin' Refuel is the official protein beverage, and Shamrock Farms is the exclusive white and flavored milk of the national teams.

A dominant force in the men's alpine circuit, Ligety burst onto the scene in 2006 at the age of 21 and has been racking up wins on the big stage ever since. He enters the 2017-18 season looking to add to his already impressive resume of five World Championships and 25 World Cup wins.

"To win against the toughest competition in the world, I need high-quality protein to help build and maintain strength and endurance," said Ligety. "I drink Rockin' Refuel every day, it not only tastes great, but because it's made with milk, it has the important nutrients I need to stay healthy and ready for tomorrow."

Ligety is the latest addition to Team Rockin' Refuel, an elite group of sports stars and fitness advocates who drink Rockin' Refuel to achieve their fitness goals. Team Rockin' Refuel members include professional football player David Johnson, respected organizations, and top-tier universities and high schools across the country.

"We're proud to fuel gold medalist and world-class skier, Ted Ligety," said Ann Ocaña, chief marketing officer for Shamrock Farms. "Elite ski racers like Ted need a high-quality protein source to keep their bodies strong throughout the grueling season."

Made with pure, fresh Shamrock Farms milk, Rockin' Refuel tastes great and helps active people of all fitness levels look and feel their best. With up to 30 grams of high quality protein, Rockin' Refuel provides sustained energy throughout the day. Ligety will also be featured in promotional materials for Shamrock Farms' ready-to-drink milk.

To learn more about the complete line of Rockin' Refuel products and to find the best one for you, visit rockinrefuel.com. All products are available in 12 oz. bottles in the dairy case at retail locations nationwide.

About Shamrock Farms: Shamrock Farms, one of the largest family-owned dairies in the country, manufactures the brand's Rockin' Refuel, protein-milk beverage, Shamrock Farms Cold Brew Coffee & Milk and Shamrock Farms ready to drink milk, which can be found in retailers and over 50,000 quick service 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.rockinrefuel.com or www.shamrockfarms.net.