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“Beauty” Revolution from Wimm-Bill-Dann. Company launches Russia’s first innovative beauty drink – Neo Beauty

25 September 2007  

коротко MOSCOW, Russia – 25 September 2007 – Wimm-Bill-Dann Foods OJSC [NYSE: WBD], Russia’s leading producer of healthy food products, today launched Neo Beauty, an innovative dairy drink, containing the unique 3D Regeneo formula with aloe vera. Neo Beauty is the first functional food product of its kind on the Russian market with a proven impact on the overall health and particularly the state of skin, nails and hair

MOSCOW, Russia – 25 September 2007 – Wimm-Bill-Dann Foods OJSC [NYSE: WBD], Russia’s leading producer of healthy food products, today launched Neo Beauty, an innovative dairy drink, containing the unique 3D Regeneo formula with aloe vera. Neo Beauty is the first functional food product of its kind on the Russian market with a proven impact on the overall health and particularly the state of skin, nails and hair.

The exclusive 3D Regeneo formula contains aloe vera, anti-oxidants, minerals and vitamins. It was created by scientists at Wimm-Bill-Dann’s Research and Development Center together with their Swiss colleagues. The unique recipe of Neo Beauty dairy drink provides a healing, strengthening and regenerating effect on the skin, hair and nails. The effectiveness of Neo Beauty has been confirmed successfully by clinical tests. The range consists of a functional pro-biotic drink and a drinking yogurt in a variety of flavours both with aloe vera.

“The launch of Neo Beauty demonstrates once again that Wimm-Bill-Dann is the leader among health food producers in Russia,” said Grant Winterton, Director for Marketing and Innovation at Wimm-Bill-Dann. “We believe that the market for functional products in Russia will grow in value terms by around 40-50% per year over the next three years, as consumers seek tasty and healthy products that help them manage busy lifestyles. We are leading the development of this market segment in line with our vision of being Russia’s leading producer of healthy foods for the entire family.”

Neo Beauty is a part of Wimm-Bill-Dann’s Neo line of functional products. These include dairy drink Immunelle enriched with complex lactose cultures, dairy-fruit cocktail Magitel and dairy drink Bio-Vit with bifidus cultures.

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Wimm-Bill-Dann Foods OJSC was founded in 1992 and is the largest manufacturer of dairy products and a leading producer of juices and beverages in Russia and the CIS. The company produces dairy products (main brands include: Domik v Derevne, Neo, 2Bio, 33 Korovy, Chudo and more), juices (J7, Lubimy Sad, 100% Gold), Essentuki mineral water and Agusha baby food. The company has 36 manufacturing facilities in Russia, Ukraine, Kyrgyzstan and Uzbekistan with over 21,000 employees. Wimm-Bill-Dann became the first Russian dairy producer to receive approval from the European Commission to export its products into the European Union.

On May 18, 2006, Standard & Poor's Governance Services confirmed WBD's Corporate Governance Score 7+ (7.7 accordingly on the Russian national scale), which makes the Company's score the highest rating in

Russia. That result reflects the effective work of the Board of Directors and, in particular, the real influence of independent directors in the decision-making process and the adherence of the controlling shareholders to the highest standards of corporate governance.

Some of the information contained in this press release may contain projections or other forward-looking statements regarding future events or the future financial performance of Wimm-Bill-Dann Foods OJSC, as defined in the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. We wish to caution you that these statements are only predictions and that actual events or results may differ materially. We do not intend to update these statements to conform them to actual results. We refer you to the documents Wimm-Bill-Dann Foods OJSC files from time to time with the U.S. Securities and Exchange Commission, specifically, the Company's most recent Form 20-F. These documents contain and identify important factors, including those contained in the section captioned "Risk Factors" in our Form 20-F, that could cause the actual results to differ materially from those contained in our projections or forward-looking statements, including, among others, potential fluctuations in quarterly results, and risks associated with our competitive environment, acquisition strategy, ability to develop new products or maintain market share, brand and company image, operating in Russia, volatility of stock price, financial risk management, and future growth.

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