
Nestlé launches *Jenny Craig*'s weight management programme in France

Vevey, 8 March 2010 – Nestlé today announced the launch of its *Jenny Craig* weight management programme in France. *Jenny Craig*, the personalised programme for weight loss and long-term weight maintenance, combines its ready-made meals with individual consultation. Through this launch Nestlé pushes ahead with a successful solution to address a major public health issue.

In response to individual consumer needs, *Jenny Craig* offers both a broad variety of menus and lifestyle advice. One-on-one consultancy on nutrition, exercise and eating behaviour is offered at *Jenny Craig* centres or over the phone, while the meals are available at the centres or delivered directly to the consumer. *Jenny Craig*'s activities form an integral part of Nestlé's commitment to an enjoyable, healthy balanced diet and lifestyle, including for consumers with special needs.

Richard Laube, CEO Nestlé Nutrition, said: "Weight management is a core business for Nestlé Nutrition and *Jenny Craig* is fully in line with Nestlé's overall vision as the world's leading nutrition, health and wellness company. *Jenny Craig* is representative for Nestlé's science-based approach to innovation and demonstrates the important role of personalised nutrition for the future." Patti Larchet, CEO *Jenny Craig*, added: "Our holistic approach *Food-Body-Mind* is based on the three pillars of portion-controlled nutritionally balanced food, increased physical activity and long-term behaviour change. Our strength is the one-on-one personal consulting: we tailor a programme based on individual needs and support our clients to achieve their weight loss goals."

With more than 5 million clients over the past ten years, *Jenny Craig* is a successful business model in the United States, Canada, Australia and New Zealand. The programme is launched in France with 17 *Jenny Craig* centres and an at-home programme. Martial Rolland, Head of Nestlé France, said: "We are pleased that *Jenny Craig* is being launched in France. This is a further sign of Nestlé France's commitment to nutritional advancement through the renovation and innovation of nutritious, tasty, balanced products." Later this year *Jenny Craig* will be rolled-out nationally in the UK. Other European markets will be considered and evaluated.

Jenny Craig was acquired by Nestlé Nutrition in 2006. It was founded by Jenny and Sidney Craig in Melbourne, Australia in 1983 and started operating in the United States in 1985. Headquartered in Carlsbad CA, USA, *Jenny Craig* operates more than 725 weight loss centres and employs more than 4,000 people worldwide.

Contacts:

Media	Robin Tickle	Tel.: +41 (0)21 924 22 00
French media	Valérie Bignon	Tel.: +33 (0)1 60 53 54 72
Investors	Roddy Child-Villiers	Tel.: +41 (0)21 924 36 22