



## Press release

Paris - June 21, 2012

### Fromageries Bel

#### Francis Le Cam named Deputy General Manager

The Board of Directors on June 18, 2012 appointed Francis Le Cam as Deputy General Manager of Fromageries Bel, following the recommendation of the Appointments and Compensation Committee.

Working alongside Chief Executive Officer Antoine Fiévet and Bruno Schoch, Deputy General Manager in charge of Group Finance, Legal Affairs, IT Systems, and Development, Mr. Le Cam will be responsible for Group Operations. All three men constitute the membership of the Group Executive Committee.

Francis Le Cam joined the Bel Group in 1995, as head of The Laughing Cow® cheese-making division. He subsequently headed Bel France and Bel Western Europe. A graduate of France's HEC business school, Mr. Le Cam has many years of experience in consumer products, acquired notably at Procter & Gamble and Danone.

#### Public relations

**Burson-Marsteller Agency**  
Antoine Mery / Tom Doron

Antoine.mery@bm.com /  
tom.doron@bm.com

Tel. +(331) 41 86 76 76 / 06 26 28 39 94

#### Bel Group

The Bel Group is a world leader in branded cheeses.

Its portfolio of differentiated and internationally recognized brands, including such products as The Laughing Cow®, Kiri®, Mini Babybel®, Leerdammer®, and Boursin®, as well as some 20 local brands, enabled the Group to generate sales of €2.5 billion in 2011.

Over 11,400 employees in some 30 subsidiaries around the world contribute to the Group's success.

Its products are prepared at 27 production sites and distributed in over 120 countries.

[www.groupe-bel.com](http://www.groupe-bel.com)

*This press release may contain forward-looking statements. Such trend and/or target information should in no way be regarded as earnings forecast data or performance indicators of any kind. This information is by nature subject to risks and uncertainties that may be beyond the Company's control. A detailed description of these risks and uncertainties is provided in the Company's Registration Document, available at [www.groupe-bel.com](http://www.groupe-bel.com) beginning April 4, 2012. More comprehensive information about the Bel Group can be found in the "Regulatory Information" section of the [www.groupe-bel.com](http://www.groupe-bel.com) website.*