



April 2, 2004
PRESS RELEASE

Ivanhoe Wins! a World Champion Cheese Competition!

We are pleased to announce that Ivanhoe Old Sharpe Cold Pack Cheddar Cheese, already a recipient of the Canadian Cheese Grand Prix Award, has captured a Silver Medal for its respective category at the prestigious World Championship Cheese Contest recently held in Madison, Wisconsin.

As Canada's oldest independent cheese company, Ivanhoe Cheese Inc. is both pleased and proud to receive this award, particularly given the strength of the other competitors in the category many of which are major corporations based in the United States, where the cold pack segment of the cheese business is extremely mature and well developed in both size and scope, vis a vis its limited and growing importance in Canada.

Of further satisfaction to Ivanhoe Old Sharpe being selected as the finest Cold Pack Cheddar variety at the World Championship Cheese Contest is the fact that our recently launched Ivanhoe Horseradish Cheddar also was a top ten finalist for its respective category.

This type of special recognition is of course always welcomed by the company as it clearly reflects its efforts to achieve the highest standards possible for the many products it manufactures at its modern facility located in the hamlet of Ivanhoe in East Central Ontario.



For more information on Ivanhoe Cheese Inc. please contact us at 18 002 675 590 (within Canada) or at 6134 734 269.

In addition you can learn more about our company and products by visiting with us at our website www.ivanhoecheese.com.