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**ALL-STAR HALL OF FAMER ROBIN YOUNT LAUNCHES
ROBINADE OLD SCHOOL LEMONADE™**

PORTION OF SALES TO BENEFIT WISCONSIN CHILDREN'S CHARITIES

MILWAUKEE, WI – June 16, 2008 – Legendary Milwaukee Brewers baseball player Robin Yount is putting his efforts behind a new venture that's sure to be a hit – Robinade Old School Lemonade. Robinade™ is an all-natural lemonade that goes to market this week. Spearheaded by Robin Yount, the chilled lemonade is made in Wisconsin from 100% natural ingredients including real lemon juice concentrate, lemon pulp and natural lemon oils. In-line with Yount's tradition of giving back to the community, a percentage of profits will go directly to Wisconsin children's charities including the MACC Fund (Midwest Athletes Against Childhood Cancer).

"Throughout his baseball career, Robin has been a strong supporter of our organization," stated Jon McGlocklin, MACC Fund President. "We are deeply honored, inspired and appreciative of his generous spirit, which continues today and will benefit so many children and their families long into the future."

"I'm thrilled that old and new fans can share in a refreshing experience this summer with Robinade," stated Yount. "It's as all-American as baseball and will benefit kids all over Wisconsin."

Found in retailers' chilled juice and dairy cases throughout Wisconsin, Robinade can be purchased in 16 ounce single serve and easy pour pinch grip ½ gallons. **For more information, including bio and photographs of Robin Yount, Robinade logo, product photography and fact sheets, visit Robinade.org.**

Robin Yount is a former Major League Baseball player who spent his entire career with the Milwaukee Brewers. An All-Star in 1980, 1982 and 1983, Yount collected more hits in the decade of the 1980s than any other player. In 1982 he won his first MVP award and helped lead the Brewers to their only World Series appearance. He was elected to the Baseball Hall of Fame in 1999. Yount still holds Brewers career records in 15 categories, including home runs and RBI.

Yount has always been passionate about helping children and therefore has been involved with the MACC Fund since its first major event. The MACC Fund, Midwest Athletes Against Childhood Cancer, Inc., is a charitable organization formed in 1976 to support research into the effective treatment and cure of childhood cancer. Professional athletes, community-minded business people, corporations, fraternal organizations, local celebrities and individual volunteers are the lifeblood of the MACC Fund. www.maccfund.org