

MEDIA RELEASE

- Roger Federer opens new LINDT CHOCOLATERIA
- Lindt & Sprüngli and the Roger Federer Foundation to support Swiss winter relief charity “Schweizer Winterhilfe” with CHF 400,000 over the next five years
- Five signed LINDT Bears to be auctioned on Ricardo

Kilchberg, Zurich, November 15, 2011 – Yesterday evening, LINDT brand ambassador Roger Federer, the LINDT Master Chocolatiers and Ernst Tanner, CEO and Chairman of the Board of Directors of Lindt & Sprüngli, opened the new LINDT CHOCOLATERIA in Kilchberg, Zurich. In future, chocolate-lovers will be able to immerse themselves in the fascinating world of the Master Chocolatiers there. At the same time, the new “LINDT Bear” Christmas product was launched. Five porcelain bears signed by Roger Federer are now up for auction on Ricardo in aid of the Swiss winter relief charity “Winterhilfe Schweiz”. Lindt & Sprüngli and the Roger Federer Foundation are also entering into a five-year project partnership in aid of a Winterhilfe child-support program.

A host of lucky prize-draw winners from all over the world traveled to the official opening ceremony at the company’s headquarters in Kilchberg, which was decorated festively. They were the first to enjoy the privilege of making their very own chocolate creations at the LINDT CHOCOLATERIA before meeting Roger Federer in person. Just after 4:00 p.m., LINDT brand ambassador Roger Federer and Ernst Tanner, CEO and Chairman of the Board of Directors of Lindt & Sprüngli, cut the red ribbon to open the lovingly furnished chocolate parlor. Chocolate-lovers now have the opportunity to learn more about the fascinating world of chocolate and make their own creations here under the expert guidance of the LINDT Master Chocolatiers. As an introduction to this new experience format, “Open days” on Wednesdays and “trial courses for families” on Saturdays will be held until the end of the year. A detailed program of activities is now available at www.lindt.ch under “Fanclub.” Regular courses start in January 2012.

“Global interest in premium chocolate is increasing. That is why we wanted to offer a format that brings our passion, expertise and brand values to a wide audience. Now we have finally managed to bring our plans to fruition and reach another milestone in the history of Lindt & Sprüngli. I am delighted that we can bring our fine chocolate specialties to the loyal LINDT consumers in an even more hands-on and impressive way,” says Ernst Tanner.

The latest Christmas product, the “LINDT Bear,” was also launched at the opening of the LINDT CHOCOLATERIA. “Following intensive development work to find the perfect shape, we are proud to present our new Christmas icon to you today,” Ernst Tanner declared at yesterday’s event. With its festive presentation and pleated red bow with a heart-shaped charm, the “LINDT Bear” is the perfect companion for other successful figures, such as the GOLD BUNNY. The “LINDT Bear” is available in Switzerland and around the world, and is already promising to become a Christmas favorite.

At the opening, Roger Federer signed a total of five “LINDT Bears” made of fine porcelain, which went up for auction yesterday evening and are on sale to the highest bidder until Saturday, November 19 (4:00 p.m.) on Ricardo (www.ricardo.ch). The proceeds will be donated to “Schweizer Winterhilfe”, which celebrates its 75th anniversary this year. In addition, Lindt & Sprüngli and the Roger Federer Foundation have entered into a project partnership for the next five years in aid of a Winterhilfe support program for disadvantaged children in Switzerland, to which both parties will make equal annual contributions totaling CHF 80,000. This initiative is aimed at countering the social isolation of children affected by poverty.

- Pictures on Photopress: <http://multimedia.photopress.ch/Lightbox.do;jsessionid=3FDA1D9536A1DF935213F895DC7D9834?oid=5895>
- Video material is available via www.leguan.ch/lindtchocolateria.zip

About Lindt & Sprüngli

Chocoladefabriken Lindt & Sprüngli AG is the worldwide leader in the premium chocolate segment and was founded over 165 years ago in Zurich. Lindt & Sprüngli quality chocolate is manufactured in eight production facilities in Europe and the USA and sold by 17 of the company’s subsidiaries and a widespread network of independent distributors worldwide. The Lindt & Sprüngli Group employs around 7,500 people and achieved sales of around CHF 2.58 billion in 2010.