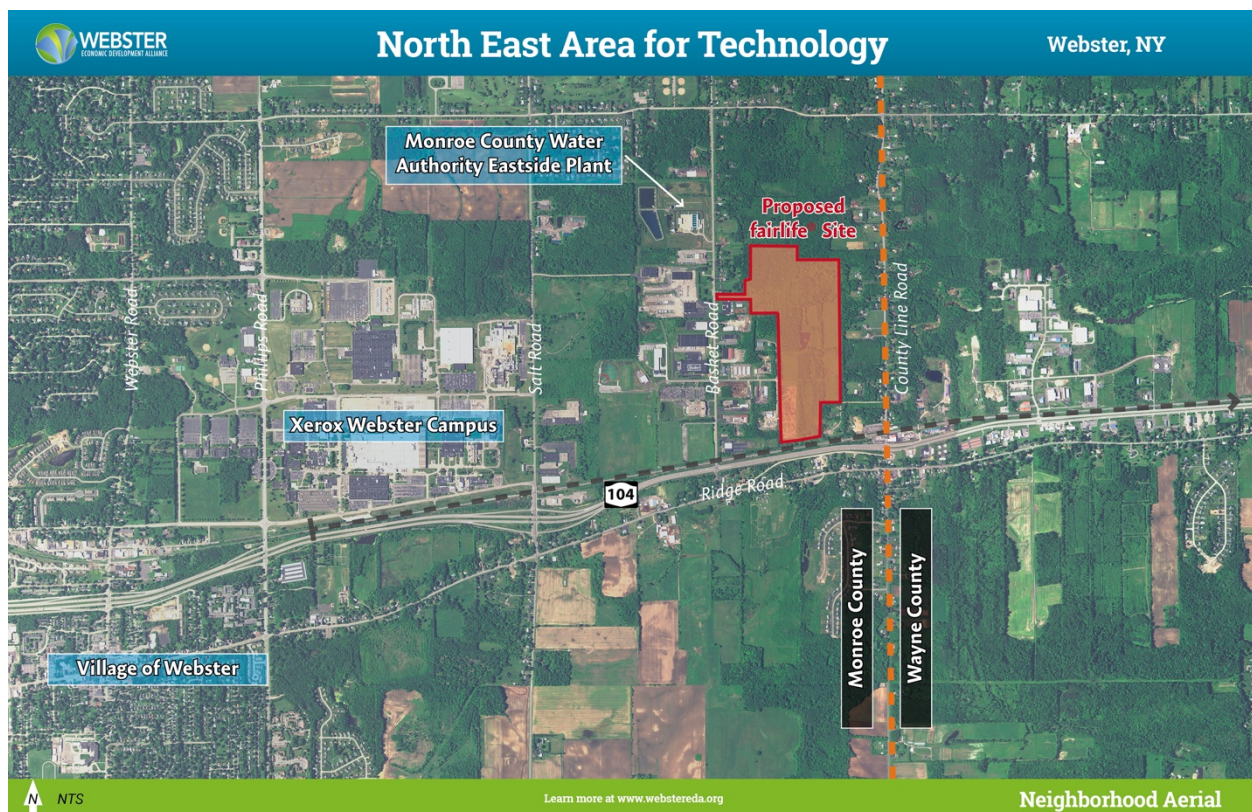


FOR IMMEDIATE RELEASE

FAIRLIFE®, A COCA-COLA SUBSIDIARY, SELECTS WEBSTER, NY TO BUILD \$650 MILLION PRODUCTION FACILITY

The 745,000 square-foot facility is expected to Create Approximately 250 New Jobs in the Town of Webster



(Webster, New York, May 9, 2023) The Webster Economic Development Alliance (Alliance) announced today that **fairlife®** has selected Webster, New York as its preferred location for a new production facility. The 745,000 square-foot facility is expected to create up to 250 new, high-paying jobs and will be built on 100 acres off Tebor Road in the eastern suburb of Rochester in Monroe County. The company, which is a subsidiary of The Coca-Cola Company, expects to break ground in the fall of 2023, subject to appropriate approvals and final diligence. The facility is slated to be operational by the end of 2025, with a total estimated project investment of \$650 million.

The Alliance has been instrumental in coordinating local site selection efforts, assisting the property owner and the Town of Webster in marketing both the property and the community as a viable location

for consideration by fairlife®. In addition to Webster's high quality of life and strategic location, a key factor in the site selection process was the Town's available infrastructure and its highly skilled operations staff that worked closely with fairlife® engineers to provide a viable, cost-effective path forward.

Founded in 2012, fairlife® has designed a line of products that are made through an ultra-filtered milk process that removes the lactose and much of the sugar and leaves behind more of the protein and calcium. The company offers a wide range of products including fairlife® ultra-filtered milk, Core Power® protein shakes, and fairlife® Nutrition Plan® meal replacement shakes. The Coca-Cola Company has been a strategic partner to fairlife since it was launched in 2012 through the company's ultimate acquisition of it in 2020.

Webster Economic Development Alliance Executive Director Matt Chatfield said "We are thankful to Governor Hochul for the unwavering support of her administration as we worked together tirelessly for several months to secure this once in a generation investment in Webster. Additionally, this historic win would not have been possible without the support, guidance, and hard work of both Greater Rochester Enterprise and Town of Webster staff. Our community is excited to welcome fairlife®, and the Webster Economic Development Alliance will actively assist the corporation as they seek to fast-track the start of production activities."

Webster Town Supervisor Tom Flaherty, said "The Town of Webster is delighted to be selected by fairlife® as the location of its first northeastern US production facility. I would like to thank Governor Hochul, Empire State Development, Monroe County, and the Greater Rochester Enterprise for their leadership and guidance to bring this investment into our community. We are also extremely grateful to fairlife® leadership for the opportunity to be a partner in this important milestone decision for the corporation.. The Town of Webster and the Webster Economic Development Alliance are ready, energized, and determined to support fairlife® as it embarks upon one of our community's single largest manufacturing projects. The construction of the 745,000sf state-of-the-art facility will create high-paying jobs and provide economic opportunity for hundreds of families in and around our community."

About The Webster Economic Development Alliance

The Webster Economic Development Alliance is a Local Development Corporation formed as a unique five party public-private partnership, including the Town and Village of Webster, Webster Central School District, the Webster Chamber of Commerce, and the Webster Business Improvement District. Formed in 2009 and funded entirely by the five member entities, the Alliance has secured over \$10 million in State and Federal assistance for the Town and Village of Webster since 2014.

CONTACT: *Matt Chatfield, Webster Economic Development Alliance Executive Director*
matt.chatfield@webstereda.org, 585-315-0216

###