



CHEESE IMPORTERS
ASSOCIATION OF AMERICA

FOR IMMEDIATE RELEASE
May 19, 2008

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**THE CHEESE IMPORTERS ASSOCIATION OF AMERICA, INC. ANNOUNCES
DETAILS ABOUT 2008 SIAL TRADITIONAL BIENNIAL TRIP**

The Cheese Importers Association of America, Inc. announces details about a travel package to 2008 Paris SIAL. SIAL, the Global Food Market Place, will be held October 19-23, 2008 at the Paris Nord-Villepinte Convention and Exhibition Center. The CIAA offers members and non-members the chance to join an exclusive and exciting trip beginning on Friday, October 17.

The options include four or five-night accommodations at the landmark 4-star Concorde Saint-Lazare Hotel and roundtrip airfare on Air France. Included are daily buffet breakfasts, several sensational dinners sponsored by the "crème de la crème" of the cheese industry, daily private bus transportation to and from the SIAL, transfer to and from airport and hotel in Paris and baggage handling at the hotel.

One of the highlights of the trip is a spectacular one-day excursion to historical Strasbourg, gourmet capital of Alsace, on France's just opened new high speed train. The Alsace region is famous for its wine, beer and foie gras. Strasbourg's historic centre, the *Grande Île* ("Grand Island"), was classified a World Heritage site by UNESCO in 1988, the first time such an honor was placed on an entire city centre (5-night package only).

Other special events include a dinner cruise on the spectacular Montebello Paris Seine boat, a cocktail party in the grand setting of the Champagne Room of the Concorde Saint-Lazare, a half-day trip to Quai Branly Museum and Le Marais, and many other exciting excursions.

The Cheese Importers Association of America is a member-based organization that serves its members, the world dairy community and - ultimately - the end consumer by helping to facilitate the efficient import of dairy products from around the world into the United States. The CIAA endeavors to support dairy trade, within the context of compliance with international trade agreements and all applicable US regulations.

For more information, visit the **CIAA** website at www.theciaa.org or call our Headquarters at (202) 547-0899.