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## **Pilgrim's Pride Joins the Texas Round-Up as Title Sponsor**

PITTSBURG, Texas, March 30 /PRNewswire-FirstCall/ -- Pilgrim's Pride Corporation (NYSE: PPC) has joined the Texas Round-Up as title sponsor, making Pilgrim's Pride the presenting sponsor of this year's six-week fitness program and 10K race. In conjunction with the Texas Round-Up, Pilgrim's Pride will roll out its new EatWellStayHealthy™ product line. Pilgrim's Pride is the second-largest poultry producer in the United States and has a long tradition in community involvement.

"Pilgrim's Pride whole-heartedly supports Governor Perry's efforts to turn the tide on obesity and preventable illnesses in our state and echoes his appeal for all Texans to make physical activity and proper nutrition a priority in their daily lives," says Bo Pilgrim, co-founder and chairman of Pilgrim's Pride. "My hope is that the Texas Round-Up provokes each and every Texan to evaluate their current lifestyle and habits, and start taking steps to better health."

The Texas Round-Up activities will start on Friday, April 29, with a Health and Fitness Expo around the Capitol grounds, including entertainment, and continues through Saturday, April 30. Saturday's events will include the Texas-sized 10K -- a 10K Run/Walk, a 10K Relay, and a Kid's Mile -- as well as an Interactive Village for Kids and a Post-10K Street Party.

"The Pilgrim's Pride commitment to help all citizens live healthy lifestyles through good nutrition is right in line with the Governor's efforts to improve the health of all Texans and reduce the number of preventable illnesses and deaths in our state," said Texas Round-Up executive director Marty McCartt. "The company's generous support of this year's Round-Up means more Texas citizens will have the opportunity to live a healthier future."

To register for the six-week Activity Training Program and/or the 10K Race, please visit <http://www.texasroundup.org> .

About Pilgrim's Pride: Pilgrim's Pride Corporation is the second-largest poultry producer in the United States and Mexico, and the largest in Puerto Rico. Pilgrim's Pride employs more than 40,000 people and has major operations in 71 locations in 17 states. Bo Pilgrim's quest to provide consumers with the foods they need for healthy living drives the company's nutritious product offerings. Pilgrim's Pride fresh chicken has zero carbohydrates, is low in fat and calories, and is free of trans fats and allergens. Select Pilgrim's Pride products have also received the American Heart Association's "heart check- mark" of approval, meeting its criteria for saturated fat and cholesterol for healthy people over age two. For more information about Pilgrim's Pride and its products, please visit <http://www.PilgrimsPride.com> .

About Texas Round-Up: The Texas Round-Up is a statewide effort to encourage Texans of all fitness levels to incorporate daily physical activity and healthy choices into their lives. The six-week fitness program culminates in a 10K run/walk/relay along with a Health and Fitness Expo and a Post Race Celebration Concert all around the Texas State Capitol grounds April 29-30, 2005. The Texas Round-Up is a chance for all Texans to rally together and motivate each other to adopt and maintain a healthy lifestyle. Pilgrim's Pride is the Presenting Sponsor of the 2005 Texas Round-Up. For more information about the Texas Round-Up, please visit <http://www.texasroundup.org> .

Forward-Looking Statements: Statements contained in this press release that state the intentions, hopes, beliefs, anticipations, expectations or predictions of the future of Pilgrim's Pride Corporation and its management are forward-looking statements. It is important to note that the actual results could differ materially from those projected in such forward-looking statements. Factors that could cause actual results to differ materially from those projected in such forward-looking statements include: matters affecting the poultry industry generally, including fluctuations in the commodity prices of feed ingredients, chicken and turkey; additional outbreaks of avian influenza or other diseases affecting the production performance and/or marketability of the company's poultry products; contamination of our products, which has recently and can in the future lead to product liability claims and product recalls; exposure to risks related to product liability, product recalls, property damage and injuries to persons, for which insurance coverage is expensive, limited and potentially inadequate; management of our cash resources, particularly in light of our leverage; restrictions imposed by and as a result of our leverage; currency exchange rate fluctuations, trade barriers, exchange controls, expropriation and other risks associated with foreign operations; changes in laws or regulations affecting our operations as well as competitive factors and pricing pressures; risks associated with the acquisition of ConAgra Foods' chicken division including possible unknown liabilities assumed in connection with the acquisition and loss of customers of the acquired business; inability to recognize the anticipated cost savings and anticipated benefits in

connection with our turkey division restructuring; and the impact of uncertainties of litigation as well as other risks described under "Risk Factors" in our Annual Report on Form 10-K and subsequent filings with the Securities and Exchange Commission. Pilgrim's Pride Corporation undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise.

SOURCE Pilgrim's Pride Corporation

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