



June 28, 2005

Pilgrim's Pride Sponsors Nationwide Child Nutrition Education Program

Interactive CDs Help School Children Make Healthy Food Choices

PITTSBURG, Texas – June 28, 2005 – Pilgrim's Pride Corporation (NYSE: PPC) is sponsoring an interactive software program to help school children have fun learning about nutrition.

Pilgrim's Pride is one of four sponsors that have made thousands of interactive CDs on health and nutrition available to public schools for the coming school year. The CDs feature a section for students and one for parents or school nutritionists, using interactive games as part of a computer-based curriculum for nutrition and activity instruction.

"It's important that our children develop lifestyle habits at an early age to help them choose healthy foods," said Pilgrim's Pride President and Chief Executive Officer O.B. Goolsby. "Pilgrim's Pride is committed to providing delicious and nutritious food for consumers, and we are proud to be a part of this vital early education program."

One CD, titled "Good Food and Play Make a Balanced Day – Junior!" features games and activities for children ages 4 through 7, teaching pre-schoolers and first graders about the food groups that make up the USDA's Food Guide Pyramid.

"This program helps support the USDA's efforts to promote more healthful choices through its Child Nutrition Programs, and encourages kids to eat more low-fat proteins as recommended in the USDA's Food Guide Pyramid," stated Bill Kantola, senior vice president of foodservice distributor sales for Pilgrim's Pride. "These interactive learning CDs, in combination with exercise and other healthy lifestyle choices, will help fight child obesity, juvenile diabetes and other serious public health issues."

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 Texas, Alabama, Arkansas, Georgia, Kentucky, Louisiana, North Carolina, Pennsylvania, Tennessee, Virginia, West Virginia, Puerto Rico and Mexico, with other facilities in Arizona, California, Iowa, Mississippi, Utah and Wisconsin.

Pilgrim's Pride products are sold to foodservice, retail and frozen entree customers. The company's primary distribution is through retailers, foodservice distributors and restaurants throughout the United States (including Puerto Rico) and in the Northern and Central regions of Mexico. For more information, please visit www.pilgrimspride.com and www.eatwellstayhealthy.com.

Forward-Looking Statements:

Statements contained in this press release that state the intentions, hopes, beliefs, anticipations, expectations, outlooks 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 or the application thereof 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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