



January 10, 2005

Pilgrim's Pride Corporation to Aid Tsunami Victims; Company Will Partner With 'Save the Children'

PITTSBURG, Texas, Jan. 10 /PRNewswire-FirstCall/ -- Pilgrim's Pride Corporation (NYSE: PPC) is engaging its 40,000 employees to help provide up to \$200,000 in disaster relief to Save the Children to aid the victims of the devastating earthquake in southern and southeastern Asia.

"The destruction caused by the recent earthquake has been staggering, and we want to do our part to help those in need," said O.B. Goolsby, president and chief executive officer of Pilgrim's Pride. "I am confident that our employees and the people in our communities will do everything possible to help the children and families affected by this disaster."

Pilgrim's Pride will provide a dollar-for-dollar match for all funds raised and submitted to its relief fund up to \$1,000 per individual contribution, with total matching company funds of up to \$100,000. All contributions received from members of the general public will be eligible for matching funds from the company.

The volunteer effort is being spearheaded by Pilgrim's Pride employees in 17 U.S. states, Puerto Rico and Mexico. Funds will be donated to the Save the Children Asia Earthquake/Tsunami Relief Fund.

Individuals wishing to make monetary contributions eligible for matching funds from Pilgrim's Pride Corporation may send checks payable to Save the Children Asia Earthquake/Tsunami Relief Fund and mail them to Pilgrim's Pride Relief Effort, P.O. Box 93, Pittsburg, Texas, 75686.

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 <http://www.pilgrimspride.com>.

About Save the Children

Save the Children is a member of the International Save the Children Alliance, an association of 27 independent organizations that provide child-oriented emergency response, development assistance and advocacy of children's rights in over 115 countries. For more information, please visit <http://www.savethechildren.org>.

SOURCE Pilgrim's Pride Corporation

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