



April 17, 2006

## **Southerland Joins Pilgrim's Pride Corporation as Vice President of Quality Assurance for Prepared Foods**

PITTSBURG, Texas, April 17, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- Pilgrim's Pride Corporation (NYSE: PPC) today announced that John Southerland has joined the Company as vice president of quality assurance for its prepared foods division.

Mr. Southerland has 24 years of industry experience in quality assurance, food safety, laboratory testing, auditing and management. He most recently served as director of food safety and quality for Tyson Prepared Foods in Fort Worth, Texas. Before that, Mr. Southerland served as vice president of food safety for KPR Foods, a division of Tyson Foods, Inc., and as quality assurance manager for Flagstar Corp., the parent company of Denny's.

"John Southerland brings significant leadership experience in quality assurance to the Pilgrim's Pride team," said O.B. Goolsby, Jr., president and chief executive officer. "John's expertise in the food industry will strengthen our industry-leading product quality and safety initiatives and enhance our customer relationships."

Mr. Southerland earned a bachelor of science degree in biology from Texas A&M University in College Station, Texas. He is a professional member of the Institute of Food Technologists and serves on the boards of directors of the Southwest Meat Association and the National Meat Association.

### About Pilgrim's Pride Corporation

Pilgrim's Pride Corporation is the second-largest chicken producer in the United States and Mexico and the largest chicken producer 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, Mexico and Puerto Rico, with other facilities in Arizona, California, Florida, Iowa, Mississippi and Utah.

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 and Puerto Rico and in the Northern and Central regions of Mexico. For more information, please visit <http://www.pilgrimspride.com>.

SOURCE Pilgrim's Pride Corporation

### **Media Contact**

#### **Cameron Bruett**

Communications

Phone: +1 970.506.7801 | Email: [cameron.bruett@jbsa.com](mailto:cameron.bruett@jbsa.com)