



April 2, 2015

## Pilgrim's Unveils New Corporate Website

GREELEY, Colo., April 2, 2015 (GLOBE NEWSWIRE) -- Pilgrim's Pride Corporation (Nasdaq:PPC) announces the launch of a new corporate website, [www.pilgrims.com](http://www.pilgrims.com), which provides information on the company, its products, team members, growers, culture, and history, as well as meal ideas and recipes for consumers.

The redesigned website provides a one-stop location for customers, consumers and investors seeking information about the family farmers who raise Pilgrim's chickens, the team members who produce the well-known, high quality Pilgrim's products and the company's story and philosophy.

"Poultry is a staple in the global diet and our team members are focused on ensuring our customers enjoy the best eating experience possible every time they select Pilgrim's," said Jayson Penn, Executive Vice President of Sales and Operations. "The new [pilgrims.com](http://pilgrims.com) website allows us to share information about our product offerings and brands, as well as information on our corporate responsibility, sustainability, animal welfare and community involvement efforts."

Visitors can find in-depth product information regarding all Pilgrim's offerings, from fresh chicken to fully-cooked and ready-to-cook options. Additionally, the site provides an interactive Fresh Trace program tool, which allows customers and consumers to enter a package code and learn exactly where that product came from.

[Pilgrims.com](http://Pilgrims.com) is a fully mobile-friendly site, enabling users to access all of its innovative features from a variety of devices.

Pilgrim's Pride Corporation, the second-largest poultry company in the U.S., is a division of JBS USA, an indirect, wholly-owned subsidiary of JBS S.A., the world's leading animal protein processor. Pilgrim's employs approximately 35,000 people and operates chicken processing plants and prepared-foods facilities in 12 states, Puerto Rico and Mexico. The Company's primary distribution is through retailers and foodservice distributors. JBS USA is a majority shareholder of Pilgrim's Pride Corporation. For more information, visit [www.pilgrims.com](http://www.pilgrims.com).

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Source: Pilgrim's Pride Corporation

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