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Pilgrim's Pride Corporation Names Vice President of Corporate Communications

PITTSBURG, Texas, March 7 /PRNewswire-FirstCall/ -- Pilgrim's Pride Corporation (NYSE: PPC) today announced the appointment of Gary L. Rhodes as vice president of corporate communications.

Mr. Rhodes, 43, has more than 20 years of experience in corporate communications and financial journalism. He most recently served as director of corporate communications for The Kroger Co., America's second-largest food retailer with fiscal 2005 sales of \$60.6 billion. During his seven years at Kroger, he was responsible for national media relations, executive and financial communications, issues management, labor communications and much of Kroger's employee communications.

"Gary Rhodes brings a wealth of knowledge and experience to Pilgrim's Pride," said President and Chief Executive Officer O.B. Goolsby. "We are fortunate to be able to benefit from his expertise in the food industry, and we look forward to his significant contributions to our management team."

Prior to joining Kroger, Mr. Rhodes served as director of corporate communications for Gibson Greetings, Inc., formerly the nation's second-largest publicly traded greeting card firm; as director of corporate communications for Omnicare, Inc., a Fortune 500 institutional pharmacy provider; and as a shareholder communications specialist for Bartlett & Co., a Cincinnati-based investment firm.

He began his career as a reporter for the Pittsburgh Business Times and later spent six years as a business reporter and columnist for The Cincinnati Post. He also served as a freelance contributor to The New York Times and the Pittsburgh Bureau of The Wall Street Journal.

Mr. Rhodes earned a bachelor of science degree in journalism from Ohio University's E.W. Scripps School of Journalism.

He served on the Strategic Communications Committee of the Food Marketing Institute (FMI) and is a member of the International Association of Business Communicators (IABC). He is a past member of the board of trustees of the Clovernook Center for the Blind and Visually Impaired in Cincinnati.

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>.

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