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## **Pilgrim's Pride Hails Don Tyson as Industry Pioneer**

GREELEY, Colo., Jan. 6, 2011 /PRNewswire via COMTEX/ -- Pilgrim's Pride Corporation (NYSE: PPC) today issued the following statement following the death of Don Tyson, former chairman and chief executive officer of Tyson Foods:

"Don Tyson will be remembered as a true pioneer in our industry, a leader who possessed great vision and passion for excellence," said Bill Lovette, Pilgrim's president and chief executive officer. "His significant contributions have played a key role in our industry's growth and development over the years and helped position chicken as a leading protein."

### **About Pilgrim's Pride**

Pilgrim's employs approximately 41,000 people and operates chicken processing plants and prepared-foods facilities in 12 U.S. states, Puerto Rico and Mexico. The Company's primary distribution is through retailers and foodservice distributors. For more information, please visit <http://www.pilgrimspride.com/>.

SOURCE Pilgrim's Pride Corporation

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