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Pilgrim's Pride Named One of the Best Big Companies in America by Forbes

Company honored in Forbes 'Platinum 400' list for the sixth time

PITTSBURG, Texas, Jan 16, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Pilgrim's Pride Corporation (NYSE: PPC), the world's largest chicken company, has been named one of the 400 Best Big Companies in America by Forbes.

Based on its five-year annualized total return of 26.3 percent, the company placed fifth on Forbes' list of 19 food, drink and tobacco companies. Pilgrim's Pride also ranked 148th in five-year total return. It is the sixth time that Pilgrim's Pride has appeared on the Platinum 400 list.

To be named to the Platinum 400, firms must pass Forbes' benchmarks for financial growth rates and returns, and must meet Forbes' approval for corporate governance, accounting standards and background checks.

"We are pleased to be included in Forbes' annual ranking of America's best big companies, particularly since it recognizes companies that have done the best job in generating long-term value for shareholders," said Ken Pilgrim, chairman and interim president of Pilgrim's Pride. "It's a tremendous honor and reflects our employees' continued focus on building our business and taking care of our customers."

About Pilgrim's Pride Corporation

Pilgrim's Pride Corporation is the largest chicken producer in the United States and Puerto Rico and the second-largest producer and seller of chicken in Mexico. Pilgrim's Pride employs approximately 55,000 people and operates 38 poultry processing and 12 prepared-foods facilities, with major operations in Texas, Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia, West Virginia, Mexico and Puerto Rico as well as other facilities in Arizona, Iowa, Mississippi, Ohio 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

<http://www.pilgrimspride.com>

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