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Pilgrim's Pride Corporation Wins Wendy's 2005 Innovation Award

PITTSBURG, Texas, Nov. 14 /PRNewswire-FirstCall/ -- Pilgrim's Pride Corporation (NYSE: PPC), the nation's second-largest poultry company, has earned the prestigious Innovation Award from Wendy's International, Inc.

Wendy's, one of the world's largest restaurant operating and franchising companies, presented the Innovation Award to Pilgrim's Pride in recognition of its longstanding customer support, introduction of innovative new products, and partnership in reducing cost.

Pilgrim's Pride earned Wendy's Quality Supplier of the Year Award in 2003, the year the awards program first began. Wendy's presents its Quality Supplier of the Year Award and Innovation Award every two years to only two of its outstanding business partners.

O.B. Goolsby, president and chief executive officer of Pilgrim's Pride Corporation, commented, "We are honored to receive Wendy's 2005 Innovation Award, and we are proud to have earned one of Wendy's highest honors for the second time in a row."

The Innovation Award was presented to Pilgrim's Pride on November 2 at the Wendy's International, Inc. national convention in Las Vegas, Nevada.

Pilgrim's Pride Corporation has earned numerous recent awards for outstanding customer service including the Distinguished Supplier Award from Darden Restaurants, Inc., the world's largest casual dining restaurant company; the 2005 Vendor Partnership Award from Jack in the Box Inc.; the Outstanding Vendor of the Year Award from Fry's Food Stores, a division of Kroger; and the Poultry Supplier of the Year Award from Zaxby's Company of Athens, Georgia.

About Pilgrim's Pride Corporation

Pilgrim's Pride Corporation is the second-largest poultry 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, Utah and Wisconsin.

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>.

About Wendy's

Wendy's International, Inc. is one of the world's largest restaurant operating and franchising companies with more than 9,800 total restaurants and quality brands -- Wendy's Old Fashioned Hamburgers®, Tim Hortons and Baja Fresh Mexican Grill. The Company also has investments in two additional quality brands -- Cafe Express™ and Pasta Pomodoro®. More information about the Company is available at <http://www.wendys-invest.com>.

Forward-Looking Statements:

Statements contained in this press release that state the intentions, hopes, beliefs, anticipations, expectations or predictions of the future of Pilgrim's Pride Corporation and its management are forward-looking statements. It is important to note that the actual results could differ materially from those projected in such forward-looking statements. Factors that could cause actual results to differ materially from those projected in such forward-looking statements include: matters affecting the poultry industry generally, including fluctuations in the commodity prices of feed ingredients, chicken and turkey; additional outbreaks of avian influenza or other diseases affecting the production performance and/or marketability of the company's poultry

products; contamination of our products, which has recently and can in the future lead to product liability claims and product recalls; exposure to risks related to product liability, product recalls, property damage and injuries to persons, for which insurance coverage is expensive, limited and potentially inadequate; management of our cash resources, particularly in light of our leverage; restrictions imposed by and as a result of, our leverage; currency exchange rate fluctuations, trade barriers, exchange controls, expropriation and other risks associated with foreign operations; changes in laws or regulations affecting our operations or the application thereof as well as competitive factors and pricing pressures; and the impact of uncertainties of litigation as well as other risks described under "Risk Factors" in our Annual Report on Form 10-K and subsequent filings with the Securities and Exchange Commission. Pilgrim's Pride Corporation undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise.

Media Contact

Cameron Bruett

Communications

Phone: +1 970.506.7801 | Email: cameron.bruett@jbssa.com