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## **Pilgrim's Pride Launches New Consumer-Friendly Website as Part of Rebranding Campaign**

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Pilgrim's Pride Corporation (NYSE: PPC) has introduced a redesigned, consumer-friendly website featuring an expanded recipe section from some of America's best chefs, valuable coupons and updated information about the second-largest chicken company in the U.S.

The new website (<http://www.pilgrims.com/>) is the latest phase of Pilgrim's ongoing rebranding campaign. Last fall Pilgrim's introduced new consumer packaging on its case-ready meats as part of a nationwide plan to reposition the company's brand with consumers and customers.

Visitors to the website will immediately notice the fresh, updated design and graphics. The previous logo featuring the familiar Pilgrim hat has been replaced with a modern image of a chicken in red with "Pilgrim's" written in blue beneath the bird. The site is aimed primarily at consumers, who said they wanted the site to highlight products, coupons and recipes. The site features a chef-inspired recipe section - including Daisy Martinez, host of "Viva Daisy!" on the Food Network - so that families can easily prepare restaurant-quality meals at home.

The website also highlights updated information and photos of the company's products, including nutrition information, cooking instructions and recipe ideas for breakfast, lunch and dinner. In addition, there are updated links for investors, media, job seekers and customers.

The next step in the company's rebranding campaign is planned for April, when Pilgrim's will introduce new packaging for its core line of 13 products, ranging from breast strips and nuggets to wings and popcorn chicken. By spring, all of Pilgrim's packaging will exhibit a fresh, consistent look across the retail meat case, with designs that highlight its new tag line - All About Great Taste - with colorful product shots and appealing graphics. The retail brand re-launch will be supported by an extensive marketing campaign including new point-of-sale materials, coupons and trade promotions. A comprehensive media plan will follow as the company seeks to quickly build awareness of the new brand.

"It's an exciting time to be a part of changing history at Pilgrim's, and we have enjoyed working with our customers to evolve our brand," said Jerry Wilson, executive vice president of sales and marketing. "They can see that we are a new company with a new attitude and new lineup of innovative products that consumers want. We have a full pipeline of new products that will be introduced throughout the year in response to the valuable insights we are gaining from consumers around the country."

### **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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