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## **Lonnie Ken Pilgrim Elected Chairman of Pilgrim's Pride as Father and Company Co-Founder Lonnie 'Bo' Pilgrim is Named Senior Chairman**

### **Board of Directors Implements Orderly Succession**

PITTSBURG, Texas, July 26, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Pilgrim's Pride Corporation (NYSE: PPC) today said its board of directors has elected Lonnie Ken Pilgrim to succeed his father, co-founder Lonnie "Bo" Pilgrim, as chairman of the company. The elder Mr. Pilgrim has been named senior chairman and remains on the board.

Ken Pilgrim, 49, has been employed by the Company since 1977 and has been Executive Vice President, Assistant to Chairman since November 2004. He served as Senior Vice President, Transportation from August 1997 to November 2004. Prior to that he served the Company as its Vice President, Director of Transportation. He has been a member of the board of directors since March 1985.

"The appointment of Ken to chairman is part of an orderly succession plan by the board that should be largely seamless and invisible to our employees, customers and shareholders," said Bo Pilgrim. "Ken has literally grown up in the chicken industry, learning every aspect of the business from the ground up. He has great instincts and a keen understanding of what it takes to grow this company. Our focus has always been on delivering the best possible service, selection and value to our customers, and treating our employees and customers with respect, honesty and integrity. These have been our governing principles for more than 60 years, and will continue to guide Pilgrim's Pride in the future."

"My father is a remarkable leader who has served as an inspiration to everyone around him, and I am proud to carry on his legacy of innovation and customer service," said Ken Pilgrim. "Thanks to his bold vision and determination, Pilgrim's Pride today is well positioned for continued growth and success. I am confident that we have the right strategy, resources and team in place to be an even stronger, tougher competitor in the years ahead."

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 55,500 people and operates 37 chicken 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

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