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Pilgrim's Pride Corporation Recognized for Outstanding Customer Service and Quality By Zaxby's

PITTSBURG, Texas, Oct. 27 /PRNewswire-FirstCall/ -- Pilgrim's Pride Corporation (NYSE: PPC), the nation's second-largest poultry company, has been honored for outstanding customer service and quality by Zaxby's Company.

Zaxby's, which owns and operates 282 restaurants in eight states, recognized Pilgrim's Pride on September 29 with its Poultry Supplier of the Year Award. Criteria for the award were the company's performance on internal quality assurance evaluations and its consistency in meeting Zaxby's exacting product specifications.

"We are proud to be honored by Zaxby's," commented O.B. Goolsby, president and chief executive officer of Pilgrim's Pride Corporation. "This award highlights our focus on quality and outstanding customer service, and I am very proud of our team for this significant accomplishment."

Zaxby's Poultry Supplier of the Year Award was presented to Pilgrim's Pride at Zaxby's annual convention in Ponte Vedra Beach, Florida.

Pilgrim's Pride Corporation has earned several 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.; and the Outstanding Vendor of the Year Award from Fry's Food Stores, a division of Kroger.

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, Florida, California, 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 Zaxby's Company

Zaxby's, a fast casual dining chicken restaurant with headquarters in Athens, Georgia, operates 282 stores in Georgia, Alabama, Florida, North and South Carolina, Kentucky, Tennessee and Mississippi. For more information, please visit <http://www.zaxbys.com>.

Forward-Looking Statements:

Statements contained in this press release that state the intentions, hopes, beliefs, anticipations, expectations, outlooks 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; risks associated with the acquisition of ConAgra Foods' chicken division including possible unknown liabilities assumed in connection with the acquisition and loss of customers of the acquired business; inability to recognize the anticipated cost savings and anticipated benefits in connection with our turkey division restructuring; 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.

SOURCE Pilgrim's Pride Corporation

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