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Pilgrim's Pride Named to Fortune's 'Most Admired Companies' List for Fifth Consecutive Year; Company Ranked #2 in Food Production Industry

PITTSBURG, Texas, March 6, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Pilgrim's Pride Corporation (NYSE: PPC), the nation's largest chicken company, has been named to Fortune's list of "America's Most Admired Companies" for the fifth consecutive year. The company was ranked #2 overall in the food production industry for 2007.

The ranking is based on key reputation attributes including innovation, people management, use of corporate assets, social responsibility, quality of management, financial soundness, long-term investment, and quality of products/services. More than 3,200 executives, directors and securities analysts were surveyed for this year's list, which is "the definitive report card on corporate reputations," according to Fortune.

"We're proud of this recognition because it reinforces our vision of being a world-class food company that is better than the best," said O.B. Goolsby, Jr., president and chief executive officer of Pilgrim's Pride. "Our 56,500 employees are squarely focused on delivering outstanding service, quality and value to our customers every day."

For more information on Pilgrim's Pride's 2007 ranking, please visit <http://money.cnn.com/magazines/fortune/mostadmired/2007/snapshots/884.html>.

About Pilgrim's Pride Corporation

Pilgrim's Pride Corporation is the largest chicken company in the United States and Puerto Rico and the second-largest in Mexico. Pilgrim's Pride employs approximately 56,500 people and operates 37 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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