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Pilgrim's Pride Appoints Rhodes to Investor Relations Role

PITTSBURG, Texas, July 2, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Pilgrim's Pride Corporation (NYSE: PPC), the world's largest chicken company, today said that Gary L. Rhodes, vice president of corporate communications, has taken on additional responsibilities for investor relations.

In this new role as Vice President of Corporate Communications and Investor Relations, he will serve as the company's primary contact with the investment community.

Mr. Rhodes has more than 20 years of experience in corporate communications, investor relations and financial journalism. Since joining Pilgrim's Pride in February 2006, he has led the company's internal and external communications. Prior to that, he served as director of corporate communications for The Kroger Co., America's second-largest food retailer with annual sales of more than \$66 billion. During his seven years at Kroger, he was responsible for national media relations, executive and financial communications, issues management, labor communications and much of Kroger's employee communications.

Before joining Kroger, Mr. Rhodes served as director of corporate communications and investor relations for Gibson Greetings, Inc., formerly the nation's second-largest publicly traded greeting card firm, and as director of corporate communications for Omnicare, Inc., a Fortune 500 institutional pharmacy provider.

He spent 10 years as a business reporter in Pittsburgh and Cincinnati, and also served as a freelance contributor to The New York Times and The Wall Street Journal.

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 55,500 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>

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