



January 19, 2007

## Pilgrim's Pride to Introduce Healthy Chicken Products for Kids in Nearly 900 Publix Super Markets in February

With Zero Trans Fats and Less Than Half the Calories and Carbohydrates of Leading National Brand, EatWellStayHealthy Kids™ Baked Nuggets and Popcorn Chicken Earn Approval From American Heart Association and USDA Child Nutrition Programs

PITTSBURG, Texas, Jan. 19 /PRNewswire-FirstCall/ -- Pilgrim's Pride Corporation (NYSE: PPC), the nation's largest chicken company, is introducing its EatWellStayHealthy Kids™ line of baked and breaded chicken products in nearly 900 Publix Super Markets in Florida, Georgia, South Carolina, Alabama and Tennessee next month.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20070119/DAF022> )

EatWellStayHealthy Kids™ Breaded Chicken Breast Nuggets and Breaded Popcorn Chicken are the first to feature the USDA-regulated word "healthy" on the packaging. Both products are made from whole-muscle chicken breast and contain zero trans fats, with less than half the calories, half the carbohydrates and 80% less fat per serving than the leading national brand (see nutrition comparison). They also are certified by the American Heart Association (AHA) with its "heart check-mark" seal of approval and approved for Child Nutrition Labeling, a voluntary federal labeling program for the USDA's Child Nutrition Programs.

EatWellStayHealthy Kids™ is an extension of the popular EatWellStayHealthy™ line of products introduced by Pilgrim's Pride in 2005. Both product lines will be available in Publix stores in February.

The EatWellStayHealthy Kids™ product line will be available in more than 3,000 retail locations nationally by the end of February. On Sunday, January 21, 2007, Pilgrim's Pride will place more than 47 million Free- Standing Insert (FSI) coupons, redeemable for any Pilgrim's Pride chicken product, in newspapers nationwide.

Nutrition comparison for the EatWellStayHealthy(TM) baked nuggets:

|                   | Pilgrim's Pride<br>EatWellStayHealthy<br>Kids Fully Cooked<br>Chicken Breast Nuggets | Other Leading<br>Brand Fully Cooked<br>Chicken Nuggets |
|-------------------|--|--|
| Serving size      | 4 pieces (84g)   | 5 pieces (91g)   |
| Calories          | 120  | 280  |
| Calories from fat | 20   | 160  |
| Total fat         | 2g   | 18g  |
| Saturated Fat     | 0g   | 4g   |
| Trans fat         | 0g   | 0g   |
| Cholesterol       | 35mg   | 40mg   |
| Sodium            | 350mg  | 480mg  |

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-food 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> .

## **Media Contact**

### **Cameron Bruett**

Communications

Phone: +1 970.506.7801 | Email: [cameron.bruett@jbssa.com](mailto:cameron.bruett@jbssa.com)