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Pilgrim's Pride Named One of Fortune's 'Most Admired Companies'

Company earns ranking on list for sixth consecutive year

PITTSBURG, Texas, March 24 /PRNewswire-FirstCall/ -- Pilgrim's Pride Corporation (NYSE: PPC), the world's largest chicken company, has been named one of America's "Most Admired Companies" by Fortune magazine for the sixth consecutive year. The company was ranked third overall in the food production industry for 2008, and was the highest-ranking protein company in this category.

Fortune ranks each company based on several key attributes, including quality of management, quality of products and services, innovation, long-term investment value, financial soundness, ability to attract, develop and keep talented people, social responsibility, and use of corporate assets.

"At Pilgrim's Pride, we work hard to earn the trust of our employees, customers and shareholders, and we're honored to be named one of the most admired companies in America for the sixth year in a row," said Clint Rivers, president and chief executive officer. "This recognition highlights our continuing commitment to providing outstanding customer service, delivering superior quality and generating long-term shareholder value."

For more information on Pilgrim's Pride's 2008 ranking, please visit <http://money.cnn.com/magazines/fortune/mostadmired/2008/snapshots/884.html>.

About Pilgrim's Pride

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 54,500 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>.

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