



February 24, 2013

## **Pilgrim's Pride of Mexico Takes Affirmative Steps to Protect Breeder Supply in Mexico**

GREELEY, Colo., Feb. 24, 2013 (GLOBE NEWSWIRE) -- Pilgrim's Pride Corporation (Nasdaq:PPC) has identified an increased mortality rate of the breeder flock at the Company's complex located in the state of Guanajuato in central Mexico. Management is working closely with regulatory authorities to perform blood tests to check for whether H7N3 virus is present, but has already instituted preventative precautions. The identified complex has been isolated with additional biosecurity measures implemented. These measures include seeking and receiving authorization to vaccinate both breeders and grandparent stock in unaffected areas. The Guanajuato complex is responsible for a small amount of Pilgrim's Mexican hatching eggs. The majority of Pilgrim's hatching operations are strategically located in other states throughout Mexico.

"We recognize the importance of chicken as a protein source to our customers in Mexico. We've taken proactive measures leveraging our US production facilities to supply eggs and processed meat from our US operations, as well as alternative suppliers locally. We expect to be able to source an uninterrupted supply of both hatching eggs and chicken products, allowing us to continue to provide our customers and consumers with high quality products," stated Bill Lovette, Pilgrim's Chief Executive Officer.

### *About Pilgrim's Pride*

Pilgrim's employs approximately 38,000 people and operates chicken processing plants and prepared-foods facilities in 12 states, Puerto Rico and Mexico. The Company's primary distribution is through retailers and foodservice distributors. For more information, please visit <http://www.pilgrims.com>.

CONTACT: Rosemary Geelan  
Investor Relations  
(970) 506-8192

Pilgrim's Pride Corporation