

NEWS RELEASE

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Ruiz Family Donates \$1 Million to Children's Hospital Central California

Madera, CA (March 27, 2009) – Cheering patients and staff greeted the Ruiz family, from Ruiz Foods company co-founder, Fred Ruiz, down to the smallest member of the fourth generation, as they arrived at Children's Hospital Central California today to announce a \$1 million gift.

"This is truly a special day," said William F. Haug, President and CEO, Children's Hospital. "This donation comes from a local family and company, right here in the Valley, who have used the hospital and know its value to all the children of Central California. Certainly they represent Ruiz Foods, an outstanding corporation, but for us they also represent a personal investment in helping us provide state-of-the-art pediatric care in Central California. Their contribution harkens back to the original support that formed Children's Hospital."

"We have always been committed to California's Central Valley because we believe in its future," said Kim Ruiz Beck, Co Chairman, Ruiz Foods, Inc. "As corporate citizens, we accept a responsibility to contribute to this future. It brings us great pleasure to present this gift to Children's Hospital – for the health and well being of all the children of the Valley."

As the Ruiz family walked through the main hospital rotunda this afternoon staff and patients held signs thanking them for their gift and support. The crowd cheered again when Haug made a final announcement, "To honor the Ruiz family for their long-standing support of Children's Hospital, as well as this most recent gift, the new eight-bed expansion of our Pediatric Intensive Care Unit will be named 'The Ruiz Family Pediatric Intensive Care Unit North.' "

The Pediatric Intensive Care Unit at Children's Hospital offers 24/7 coverage by pediatric intensivists, board certified in Pediatric Critical Care and many also with subspecialties in Pediatric Anesthesiology. Dedication to interdisciplinary care includes consultations provided by

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Children's Hospital medical and surgical specialists. The unit has 34-beds, currently expanding to 42, and over 130 staff including 90 specialty-trained PICU nurses, respiratory therapists, and other clinical specialists. Twelve of the ICU rooms are equipped to convert to surgical suites if an emergent event presents itself.

After the event the Ruiz family was given a special tour of the hospital.

About Children's Hospital Central California

We are a not-for-profit, state-of-the-art children's hospital on a 50-acre campus with a Medical Staff of more than 450 Physicians. In California, we treat more inpatient kids than any pediatric hospital north of San Diego, making us the second largest children's hospital in the state. Our 338-bed facility is one of the 10 largest hospitals of its type in the nation. We serve kids in a 45,000 square-mile region that stretches from Stockton to Bakersfield and the Sierra Nevada Mountains to the Pacific Ocean.

We are the first children's hospital west of the Rockies to receive Magnet Nursing designation, the highest nursing benchmark in the world. We are accredited by the Joint Commission and we are very proud to have won the LeapFrog Group's national award for Patient Safety two years in a row.

We perform more than 9,000 pediatric surgeries a year and our Pediatric and Neonatal Intensive Care Units have some of the lowest mortality rates in the country while treating some of the sickest kids.

Our Craycroft Cancer Center is a full member of the nationally-recognized Children's Oncology Group (COG), and sees more than 100 new cases a year. Our Willson Heart Center has pioneered pediatric heart care for half a century.

We are the premiere pediatric medical center in the heart of the Golden State. We are Children's Hospital Central California - Amazing People, Incredible Care.

About Ruiz Foods, Inc.

Ruiz Foods, Inc. is a privately owned corporation with corporate offices in Dinuba, CA. Third generation Kim Ruiz Beck, the elder daughter of Co Chairman and Co CEO Fred Ruiz, is Co Chairman. Bryce Ruiz, the elder son, is President and Co CEO.

Ruiz Foods is dedicated to premium quality, authentically prepared frozen Mexican foods selling to all channels of distribution: retail, convenience store, clubs, vending, industrial and foodservice. The signature brand is El Monterey®. Ruiz, the market leader within the frozen Mexican food category, manufactures the #1 Brand of frozen Mexican food in the U.S. and employs over 2,600 Team Members in three facilities located in the United States.

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