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EI MONTEREY BRAND AWARENESS CONTINUES TO BUILD THROUGH CONSUMER PROMOTIONS

Ruiz Foods, Inc. launched a full-page FSI brand-awareness promotion reaching 50M in circulation. The FSI, which dropped just prior to Superbowl XL displayed two El Monterey \$1 off coupons: one \$1 off coupon applies to any two flavors of El Monterey 10-pack Burritos and a second \$1 off coupon applies to any two flavors of El Monterey 20-count Taquitos.

- El Monterey 10-pack Burrito flavors include:

- Beef & Bean Burritos
- Beef & Bean Green Chili Burritos
- Beef & Bean Red Chili Burritos
- Spicy Taco Picante Burritos
- Bean & Cheese Burritos
- Beef & Bean Chimichangas
- Chicken & Cheese Burritos

- El Monterey Taquito flavors include:

- Shredded Beef & Cheese Flour Taquitos
- Chicken & Cheese Flour Taquitos
- Beef & Cheese Corn Taquitos
- Chicken & Cheese Corn Taquitos
- Breakfast Taquitos

In selected markets, an additional 50 cents off coupon applies to the purchase of any two Carolina Rice Mixes or any two Mahatma Rice Mixes.

“Our consumer promotions continue to create excitement as they build awareness of our signature El Monterey brand,” said Kim Ruiz Beck, Vice Chairman, Ruiz Foods. “In fact, we find our El Monterey brand continues to be the category’s brand leader, growing faster than the category itself.”

The most current IRI data (i.e. January 1, 2006, 13-weeks) reveals a 9.4% increase in the El Monterey Brand Taquito vs a total category increase of only .3%. Furthermore, El Monterey Chicken & Cheese Flour Taquitos are the #2 frozen Mexican item in the category. The #1 item in the frozen Mexican food category is the El Monterey 10-pack Beef & Bean Chimichanga.

“We are very pleased to participate in this cross merchandising program with Riviana Foods Inc.,” said Beck. “It provides Ruiz Foods with an excellent opportunity to

