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RUIZ FOODS' JANUARY, 2008 FSI PROMOTION FEATURES EL MONTEREY TAQUITOS AND TARGETS CORE CONSUMERS

DINUBA, CA: Ruiz Foods announces a January, 2008 El Monterey FSI promotion designed to target core consumers. The half-page FSI will display a \$1 off coupon on any flavor of El Monterey 20-count Taquitos – including the El Monterey Southwest Chicken Taquitos nationally introduced earlier this year.

"Our consumer promotions create excitement and continue to build awareness of our signature El Monterey brand," said Bryce Ruiz, President and COO, Ruiz Foods. "Our El Monterey brand continues to be the category's brand leader, growing faster than the category itself, confirming the consumer's desire for convenience, quality, great taste and value."

Earlier this year, El Monterey Chicken and Cheese Flour Taquitos, Shredded Steak and Cheese Flour Taquitos and Southwest Chicken Taquitos were awarded the American Culinary 'ChefsBest™ Best Taste Award' for 2007. This award is presented only if a product secures the highest score in their category and meets certain standards in areas such as taste, texture, aroma, feel and freshness. "The award is purposely ensured to be a very impartial and fair review," adds Ruiz, "and we are very pleased to learn that professional chefs wholeheartedly agree that we are manufacturing a product that our consumer truly wants and enjoys."

El Monterey Taquitos have enhanced America's favorite Mexican food party fare. Prepared with quality meats, cheeses and robust ingredients, all El Monterey Taquitos are made with freshly baked tortillas prepared in the Ruiz bakery. Both flour and corn tortilla options are available. Product can be baked in the oven, fried, or microwaved. El Monterey Taquitos are available by calling Ruiz Foods customer service at 1-888-477-6474.

El Monterey Flour Tortilla Taquitos:
Shredded Steak & Cheese Taquitos
Chicken & Cheese Taquitos
Egg, Bacon & Cheese Breakfast Taquitos
NEW: Southwest Chicken Taquitos In a Seasoned Batter

El Monterey Corn Tortilla Taquitos:
Shredded Steak Taquitos
Chicken Taquitos

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

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 is the market leader within the frozen Mexican food category, manufactures the #1 Brand of frozen Mexican food in the U.S. and employs over 2,500 Team Members in three facilities located in the United States. ##

Award Winning Taste!

Try all three award-winning taquito flavors ... including **NEW Southwest Chicken** with a zesty Seasoned Batter!

*The ChefsBest™ Award for Best Taste is awarded to the brand rated highest overall among leading brands by independent professional chefs.

MANUFACTURER'S COUPON EXPIRES 04/31/2008

SAVE \$1.00
on any El Monterey® TAQUITOS

CONSUMER: ONE COUPON PER CUSTOMER PER PURCHASE. Good Only On Product Indicated. Consumer Pays Any Sales Tax.
RETAILER: Ruiz will redeem one (1) coupon per purchase of product indicated at the cash value of .001¢ plus .06¢ handling. Void where taxed, restricted, transferred or reproduced. Coupons not properly redeemed will be void and held. Mail to: Ruiz Food Products, CMS Dept. #71007, 1 Fawcett Drive, Del Rio, Texas 76840. Consumer to pay applicable sales tax.

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