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## **RUIZ FOODS' OCTOBER FSI PROMOTION TARGETS CORE CONSUMER**

*Promotion features El Monterey 10-pack Burritos and award winning Taquitos.*

DINUBA, CA: Ruiz Foods announces an October El Monterey FSI promotion designed to target core consumers. The FSI features two savings coupons: a \$1 off coupon on any flavor of award-winning El Monterey Taquitos and a \$1 off coupon on any two El Monterey 10-pack Burritos. The promotion will reach over xxxM in circulation.

"Fall turns families to more indoor activities and plans for holiday gatherings," explains Bryce Ruiz, President & COO, Ruiz Foods, "and our 10-Pack Burritos, coupled with our award-winning Taquitos, are perfect for those occasions that call for convenience and ease in preparation in addition to quality and great taste."

El Monterey Chicken and Cheese Taquitos and El Monterey Shredded Steak and Cheese Taquitos were awarded the American Culinary 'ChefsBest™ Best Taste Award' for 2007. El Monterey Taquitos are prepared with quality meats, cheeses and flavorful ingredients, all hand-rolled in freshly baked tortillas directly from the Ruiz bakery.

El Monterey 10-pack Burritos are at the very core of Ruiz's signature brand. Since the company's inception over 40 years ago, El Monterey burritos have been providing quality, convenience and great taste for every eating occasion – meals, entertaining or between-meal snacks. El Monterey 10-pack Burritos offer a variety of flavors including: Bean & Cheese, Beef & Bean, Beef & Bean Green Chili, Beef & Bean Red Chili, Spicy Taco Picante, Beef & Bean Chimichangas, and Chicken & Cheese.

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!\***



\*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 01/31/2008

**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 .08¢ 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 78840. Consumer to pay applicable sales tax.

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MANUFACTURER'S COUPON EXPIRES 01/31/2008

**SAVE \$1.00**  
on any 2  
El Monterey® Products



**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 .08¢ 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 78840. Consumer to pay applicable sales tax.

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