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EL MONTEREY'S FSI PROMOTION TARGETS CORE CONSUMER

*PROMOTION FEATURES EL MONTEREY 10-PACK BURRITOS, CRUNCHEROS,
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 either a \$1 off coupon on any two El Monterey Cruncheros or a 55 cent coupon on any two El Monterey 10-pack Burritos. The promotion will reach over 30M in circulation.

"Fall turns families to more indoor activities and plans for holiday gatherings," explains Bryce Ruiz, President & COO, Ruiz Foods, "and our Family Pack Burritos and Cruncheros, coupled with our award-winning Taquitos, are perfect for those meal and entertaining 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 2006. Ranked the #2 Flour Taquitos sku's in the frozen Mexican food category (IRI, Frozen Mexican Food Category, total U.S., 13 and 52-weeks, September 10, 2006) El Monterey Taquitos are made with tortillas fresh from the Ruiz bakery. They are then filled with chunks of chicken or shredded steak, real cheese and flavorful ingredients.

El Monterey Cruncheros are batter-dipped and lightly deep-fried for a crispy, satisfying crunch. Offering a new way to enjoy their favorite Mexican flavors, consumers can choose from Chicken & Cheese Taquitos, Southwest Chicken Taquitos, Taco Beef & Cheese Taquitos, Nacho Cheese & Beef Mini Fried Burritos and 3-Cheese Grilled Chicken Quesadillas.

El Monterey 10-pack Burritos are at the very core of Ruiz's signature brand and are the #1 selling burritos in the frozen Mexican food category (IRI, Frozen Mexican Food Category, total U.S., 7.7% 13 and 7% 52-weeks, September 10, 2006). 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 family-held corporation co-founded in 1964 by Fred Ruiz and his father, Louis Ruiz. Dedicated to premium quality, authentically prepared frozen Mexican foods, Ruiz Foods sells to all channels of distribution: retail, convenience store, clubs, vending, industrial and foodservice. The signature brand is El Monterey. Ruiz Foods is the market leader in the frozen Mexican food category and manufactures the #1 brand of frozen Mexican food in the United States. ##