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AWARD WINNING EL MONTEREY BRAND TAQUITOS PARTNER WITH
NATIONAL FROZEN FOOD MONTH PROMOTION
TO TARGET CORE CONSUMERS

"Happy Feet" DVD release promotes Frozen Food and National Frozen Food Month.

Ruiz Foods, Inc. will partner its El Monterey Brand with the National Frozen & Refrigerated Food Association's launch of a promotion reaching nearly 40M in circulation. The FSI will drop on Sunday, February 25 to include a Save \$1 coupon on the purchase of any El Monterey Taquitos product.

El Monterey Chicken & Cheese Flour Taquitos and El Monterey Shredded Steak and Cheese Flour Taquitos were awarded the American Culinary 'ChefsBest™ Best Taste Award' for 2006. 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.

"Retail sales of frozen foods in the U.S. in 2005 reached a record \$29 billion, up from nearly \$26 billion in 2001," said Bryce Ruiz, President and COO, Ruiz Foods. "That shows just how far the industry has grown from the 1930's when the first frozen foods were available in supermarkets. In fact, a survey asking Americans to name the top items they would least want to live without found frozen food products among the top three items. Our annual participation in National Frozen Food Month's promotion provides us with an excellent opportunity to build awareness of our El Monterey brand among consumers who want convenience coupled with quality fresh ingredients, great taste and exciting flavors and textures."

The FSI, "Tap Into Frozen", promotes frozen foods with the characters of the March 27 release of "Happy Feet" on DVD. It also includes a sweepstakes to win \$10,000. Entries can be submitted on line at www.bringustoyourtable.com. Other manufacturer's brand coupons include: Stouffer's, Eggo, Jimmy Dean, Tombstone, Tyson, and Welch's to name a few.

"The 'Happy Feet' characters lend a sense of fun to the frozen food message," said Nevin Montgomery, president of the NFRA, in a statement. "We offer insights into the advantages of frozen food. And cool characters like the penguins from 'Happy Feet' allow us to share this information in a compelling way."

NFRA is a non-profit trade association representing all segments of the frozen and refrigerated foods industry. Headquartered in Harrisburg, PA, NFRA is the sponsor of March Frozen Food Month, June Dairy Month, June/July Summer Favorites Ice Cream & Novelties promotion, October Fuel for School Frozen & Refrigerated Foods Festival and the Bring Us To Your Table! *Freezer Favorites* all-industry marketing/public relations campaign. NFRA holds the annual National Frozen & Refrigerated Foods Convention in October.

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

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. With three manufacturing facilities in the United States, Ruiz Foods employs over 2,500 Team Members. ##