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**FRED RUIZ TO BE INDUCTED INTO
FROZEN FOOD HALL OF FAME**

***Hall of Fame Established in 1990 to Honor Individuals
Who have Benefited the Industry***

DINUBA, CA: Frederick Ruiz will be inducted into the Frozen Food Hall of Fame during the National Frozen & Refrigerated Foods Convention, October 7-10 in Orlando, Florida. Ruiz is the Chairman, Co-Founder and CEO of Ruiz Foods, Inc., the largest manufacturer of frozen Mexican food in the United States and 2nd among the top 10 U.S. Hispanic-owned manufacturing firms.

"This is an incredible honor," said Fred Ruiz. "When I look at the names of past winners, I am truly humbled that the Distinguished Order of Zerocrats have determined I am a noteworthy contributor to the frozen food industry."

In addition to Fred Ruiz, 2006 inductees are: James H. Children, retired Executive Vice President of Winn-Dixie Supermarkets and former Chairman of the National Frozen & Refrigerated Foods Association (NFRA); Jack H. Gunn, Jr., President of Associated Grocers, Inc., and former NFRA Chairman; the late F. Gilbert Lamb, founder of Lamb-Weston and former Chairman of the American Frozen Food Institute (AFFI).

The Distinguished Order of Zerocrats is an organization of industry members whose purpose is to maintain the tradition of promoting the image and advancement of the frozen food industry. The Zerocrats established the Frozen Food Hall of Fame in 1990 to honor those individuals whose dedication and hard work have greatly benefited the industry. Members of the Zerocrats nominate and vote on the newest inductees, and a special industry-wide ceremony honors the imagination and innovation that have ensured the success of the frozen food industry.

Previous inductees include: Clarence Birdseye of Birdseye Frozen Foods (1990); Murray Lender of H. Lender & Sons (1991); Vernon Stouffer of Stouffer Foods Corporation (1992); Senator Gordon Smith of Smith Frozen Foods, Inc. (1999); Marvin Schwan of Schwan's Sales Enterprises (2002); and Earl Smittcamp of Wawona Frozen Foods (2005).

Ruiz Foods has been featured on the covers of *Hispanic Business Magazine*, *Refrigerated & Frozen Foods Magazine*, *Costco Connection* and *Hispanic Trends Magazine*, and products from their signature El Monterey line have been featured on episodes of the Food Network's

hit show 'Unwrapped' (2005 and 2003) as well as NBC's 'California Country' (2004). Ruiz Foods is also a corporate Honor Roll member of California Governor Schwarzenegger's Summit on Health, Nutrition and Obesity (September, 2005).

October 2003 saw the visit of President George W. Bush to the Ruiz facility. Approximately 1,800 people attended the event when the President introduced his Administration's Minority Home Ownership Initiative.

Among his many honors and awards, Fred Ruiz has been inducted into the Tortilla Industry Association Hall of Fame (2005) and named California Hispanic Chamber of Commerce Businessman of the Year (2005).

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 Chief Operating Officer. Siblings Kelly Ruiz Hanchett serves on the Board of Directors and Matt Ruiz is in college.

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 and manufactures the #1 Brand of frozen Mexican food in the U.S. ##