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**RUIZ FOODS APPOINTS F. BRYCE RUIZ  
PRESIDENT AND CHIEF OPERATING OFFICER**

DINUBA, CA (March 6, 2006): F. Bryce Ruiz has been appointed President and Chief Operating Officer of Ruiz Foods based in Dinuba, California and the largest frozen Mexican food manufacturer in the United States.

“His appointment is an integral part of the Ruiz Family long-term succession plan,” explains Fred Ruiz, Chairman and CEO, Ruiz Foods. “Since his appointment to Executive Vice President in 2004, Bryce has contributed significantly to the Ruiz Foods quality and customer service initiatives. He has demonstrated his ability to oversee the leadership of our entire supply chain while, together with our Denison Team, bring on-line an existing 265,000-square-foot manufacturing facility and distribution warehouse in Denison, TX in less than 9 months. These accomplishments will continue to ensure that Ruiz Foods will maintain our customer service levels and support our sales growth.”

As an employee of the family-owned business beginning at age 7, Bryce Ruiz has held positions in a variety of departments to include: R&D, Production, Quality Assurance, Sales and Marketing. He received his MBA from the University of San Diego and is currently a Board Member of the Ruiz Board of Directors. Bryce Ruiz was named VP Corporate Quality & Technical Services in 2003 and Executive VP Supply Chain Management in 2004.

“As President and COO, Bryce’s responsibilities will also include the sales & marketing aspects of the company,” adds Fred Ruiz. “He has clearly demonstrated the qualities of an innovator, a leader, a motivator and an excellent listener and has the full support of both the Ruiz family and the Board of Directors.

F. Bryce Ruiz is from the third generation of the Ruiz family. His father, Chairman and CEO, Fred Ruiz, and grandfather, Louis Ruiz, Chairman Emeritus, founded Ruiz Foods in 1964.

Ruiz Foods is a privately owned corporation with corporate offices, manufacturing facility and distribution warehouse in Dinuba, CA. A second manufacturing facility is located in Tulare, CA. The third manufacturing facility and distribution warehouse is located in Denison, TX.

Third generation Kim Ruiz Beck, the elder daughter of Chairman and CEO Fred Ruiz, is Vice Chairman. Siblings Kelly Ruiz Hanchett serves on the Board of Directors and Matt Ruiz is a college sophomore.

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® and the #1 Brand of frozen Mexican food in the U.S. Ruiz Foods is the market leader within the frozen Mexican food category. ##

