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EL MONTEREY BRAND AWARENESS CONTINUES TO BUILD THROUGH CONSUMER PROMOTIONS

January 19, 2011 (Dinuba, CA): Ruiz Foods, Inc. has scheduled a full-page FSI brand-awareness promotion to target Superbowl XLV. The FSI displays a \$1 off coupon on any bag of El Monterey Mexican Snacks. Recently introduced, the El Monterey Mexican Snack line features a recloseable bag offering extra convenience to today's busy consumer.

The 12 El Monterey Mexican Snack items include:

- Steak & Cheese Flour Taquitos
- Chicken & Cheese Flour Taquitos
- Southwest Chicken & Cheese Flour Taquitos
- Taco Beef and Cheese Flour Taquitos
- Chicken and Cheese Mini Chimis
- Nacho Cheese and Beef Mini Chimis
- Grilled Chicken and 3 Cheese Quesadillas
- Eggs, Bacon & Cheese Breakfast Taquitos
- Chicken Tamales
- Beef Tamales
- Shredded Steak Corn Taquitos
- Chicken Corn Taquitos

"Our consumer promotions continue to create excitement as they build awareness of our signature El Monterey brand," said Bryce Ruiz, President and CEO, Ruiz Foods. "In fact, when we review November 29, 2010 IRI stats for our El Monterey brand of frozen Mexican food products, we know that today's consumer continues to crave great tasting Mexican foods. Our El Monterey brand continues to be the category share leader in frozen Mexican foods, with the largest dollar growth of any of the top 10 brands for the latest 52-weeks. Adding to this the information from our own research, we know that the consumer continues to look for foods that are high in quality, great tasting, easy and convenient to prepare and now, more than ever, offer a good value."

The FSI reflects El Monterey's second year partnership with SmartSource Magazine and their specially designed Super Bowl Savings Spectacular promotion. The partnership includes elements like: consumer sweepstakes to Super Bowl XLV, special logo usage, and themed in-store shopping carts, etc.

Adds Ruiz, "With a tighter dollar in 2010, people continue to be more vocal about their intention to invite friends over rather than go out ... scheduling more casual

parties. At the same time, people don't intend to sacrifice time. Lives are too busy. They still want the convenience of spending as little time in the kitchen, preferring to enjoy guests during the eating occasion itself instead of during its preparation. Our entire El Monterey Mexican Snack line is perfect for such occasions and everyone seems to have a favorite ... or two."

ABOUT RUIZ FOODS

Ruiz Foods is a privately owned corporation with corporate offices in Dinuba, Calif. Third-generation Bryce Ruiz, the elder son, is president and CEO. Kim Ruiz Beck, the elder daughter of Co-Founder and Chairman Emeritus, Fred Ruiz, is chairman.

Ruiz Foods is dedicated to premium quality, authentically prepared frozen foods selling to all channels of distribution: retail, convenience store, clubs, vending, industrial and foodservice. The TORNADOS® brand, introduced just eight years ago, has revolutionized the use of the roller grill in convenience stores and, more recently, is also available in retail grocery stores nationwide. The El Monterey® brand is the market leader within the frozen Mexican food category and the No. 1 brand of frozen Mexican food in the U.S. Ruiz Foods employs over 2,500 Team Members in three facilities located in the U.S. For more information regarding Ruiz Foods, please visit www.ElMonterey.com. For more information about TORNADOS, please visit www.MyTORNADOS.com.

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MANUFACTURER'S COUPON EXPIRES 4/30/2011

Save \$1.00

on any bag of El Monterey® Mexican Snacks –
Taquitos, Tamales, Mini Chimis, or Quesadillas

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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 .0016 plus 2¢ handling. Void where taxed, restricted, transferred or reproduced. Coupons not properly redeemed will be void and held. Mail to: Ruiz Foods, CMS Dept. #71007, 1 Faircrest Drive, Del Rio, Texas 78840. Consumer to pay applicable sales tax.

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