



Patrick Cudahy Inc. Adds Fast Growing Market Segment and Latin Flavor, with Acquisition of 814 Americas Inc.

March 21, 2005 (Cudahy, WI) - Patrick Cudahy, Inc. announced that the company had acquired all assets of 814 Americas Inc, Elizabeth, New Jersey, from Campofrio Alimentacion, S.A., a leading food enterprise headquartered in Madrid, Spain. With this move Patrick Cudahy is tapping into the fast growing U.S. Hispanic ethnic market segment, currently estimated to be in excess of \$686 billion annually.

With over 30 successful years serving the Hispanic audiences with chorizo, traditional Dominican and other Caribbean salamis, sausage and other prepared meat specialties, 814 Americas, Inc. has been ranked as the "Most Recognized Line" by the US Association of Latin American Consumers (USALC). Now, with Hispanic and Caribbean menu items becoming increasingly mainstream, the demand for these specialty sausage products is growing even more aggressively in both retail and foodservice venues.

"By 2009, Hispanics will make up 9% of US purchasing power. This is a market we want to continue to build on with a diverse line of quality products that meet the needs of today's Hispanic consumer. The brand recognition and reputation 814 Americas has for quality makes them an ideal component for Patrick Cudahy's growing Hispanic product portfolio," said Bill Otis, President and Chief Operating Officer of Patrick Cudahy.

Mr. Otis continued, "814 Americas will continue to operate as an independent company backed by the full resources of Patrick Cudahy. They will be focusing on developing and marketing their current major brands; including El Mino Chorizos, Salami Higueral, Salchichon Cervezero and their other high-profile Hispanic market favorites. They will

also be working closely, in the future, with Patrick Cudahy to help extend these popular brands into new markets."

Patrick Cudahy Inc., established in 1888, celebrates 117 years of business in 2005. Employing almost 2,100 people, the company imports and exports throughout the United States and the world. With products in retail, deli, food service and industrial channels, Patrick Cudahy, Inc. is considered "Home of Sweet Apple Wood Smoke Flavor®." With headquarters in Wisconsin, Patrick Cudahy has been a part of the Smithfield Foods family since 1984. Committed to the community in which it serves and with a continued focus on growth, Patrick Cudahy is able to bring centuries of quality to the tables of families everywhere.

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