

Frederick R. Ruiz
Chairman Emeritus and Co Founder
Ruiz Foods, Inc.

Fred Ruiz and his father, Louis, founded Ruiz Foods in 1964. In just 47 years, Ruiz Foods has become the largest frozen Mexican food manufacturing company in the United States. Corporate headquarters are located in Dinuba, California with three manufacturing facilities and two distribution warehouses in California and Texas.

The dream of this father and son team was to establish a company that would generate \$3.5 million in sales during their lifetime. Just a few decades ago, annual sales of their frozen Mexican food products such as burritos, tamales and enchiladas totaled \$94 million – that figure has more than quadrupled. Ruiz currently manufactures nearly 200 sku's and ranks second among the top 10 Hispanic-owned manufacturing firms in the United States and first among the top 10 U.S. Hispanic-owned companies in the State of California.

In 1983, Fred and Louis Ruiz received the United States Small Business Persons of the Year Award and in 1992 received the National Entrepreneurial Success Award. As a result, Ruiz Foods was inducted into the United States Small Business Administration's Hall of Fame in Washington, D. C. In the fall of 2003, the SBA celebrated its 50th Anniversary by inducting 23 U. S. companies into a special Anniversary Hall of Fame. Ruiz Foods is one of the selected companies.

While the company grew, so did the Ruiz commitment to their Team Members and to their surrounding communities. "It's our corporate responsibility to do what we can to make the world a better place," explains Fred Ruiz. "It's our responsibility to be active in that role and to continue to look for ways to improve the lives of our Team Members and their families. But it goes beyond that ... it's also important to be active in improving the future of our community ... it's also important to be a role model for young Hispanics and help them realize that with an education and a commitment to hard work they, too, can live the 'American Dream'."

In 1990, Fred Ruiz assisted in establishing the non-profit status of Ruiz 4 Kids – an organization comprised of Team Members from Ruiz Foods who recognize a need to help area children. Through two annual fundraising events, Ruiz 4 Kids distributes scholarships and supports children-related programs within local communities – distributing more than \$1 million to children in need.

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.

The company has been featured on the covers of *Hispanic Business Magazine*, *Refrigerated & Frozen Foods Magazine*, *Costco Connection*, *Hispanic Trends Magazine*, and *National Provisioner* while 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) and, most recently, (March 2011) partnering with the National Sodium Reduction Initiative (NSRI) to reduce the sodium level in the American diet.

Among his many honors and awards, recently Fred Ruiz was installed into the Distinguished Order of Zerocrats (2008), has been inducted into the Frozen Food Hall of Fame (2006) as well as the Tortilla Industry Association Hall of Fame (2005), named the recipient of the Entrepreneurial Hispanic Achievement Award by *Hispanic Magazine* (2006), and named California Hispanic Chamber of Commerce Businessman of the Year (2005) and United States Hispanic Chamber of Commerce (2010).

Third generation Bryce Ruiz, the elder son, is President and CEO. Kim Ruiz Beck, the elder daughter is Chairman. Siblings Kelly Ruiz Hanchett and Matt Ruiz serve on the Board of Directors.

ABOUT RUIZ FOODS

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.

F. Ruiz' additional business and community affiliations include:

- Regent, University of California Board of Regents
- Board of Directors, California Chamber of Commerce
- Advisor, Public Policy Institute of California
- Board of Directors, McClatchy Company
- Board of Trustees, University of California, Merced
- Advisor and Founding Member, Institute for Family Business, California State University, Fresno