



CAMPOFRIO FOOD GROUP TO ACQUIRE CESARE FIORUCCI

MADRID, SPAIN – January 14, 2011 -- Campofrio Food Group announced today that it has entered into a binding agreement to acquire 100 percent of the share capital of Cesare Fiorucci S.p.A., owner of Italy's number-one brand of processed meats, Fiorucci. The transaction terms include approximately €170 million in both cash and the assumption or refinancing of reported net financial debt. Additional terms were not disclosed. The acquisition, which is subject to customary closing conditions including antitrust clearance by the Italian authorities, is expected to close before the end of April 2011. The company will be acquired from an ownership group which includes Vestar Capital Partners, members of the Fiorucci family and Fiorucci company management.

Founded in 1850, Cesare Fiorucci is one of the leading players in the Italian processed meats industry and its Fiorucci brand enjoys the number-one position in the domestic market as well as the largest foreign distribution of any Italian deli meats brand. Annual revenues of the company last year were approximately €320 million. In recent years, Fiorucci expanded its core branded business in key international markets, including the U.S., France and the U.K. In addition, the company built its foodservice business, successfully divested certain noncore assets, and introduced a significant number of new products across multiple retail channels.

“Consistent with our announced strategy to invest in leading brands, dynamic geographic and product segments, and companies which can both add value to and benefit from being a part of our Group, the acquisition of Cesare Fiorucci is an important step forward for us,” commented Robert A. Sharpe II, CEO of Campofrio Food Group. “This acquisition will allow Campofrio Food Group to substantially expand our presence in one of Europe's best known deli markets, bring a dynamic product portfolio directly to our existing customers throughout Europe and capitalize on a well-established global distribution network, enabling a key growth strategy for our Group,” he continued. “Thanks to our proven integration skills, we expect this acquisition to be accretive from the first year.”

Giuseppe Mangano, Fiorucci's CEO, said: "I believe that the integration with Campofrio Group is paramount in Fiorucci's growth strategy and will allow the company to further develop its presence in the Italian and foreign markets while leveraging major commercial and manufacturing synergies. The Fiorucci teams look forward to working with the Campofrio Group."

About Campofrio Food Group

Campofrio Food Group is the leading processed meat company in Europe and an important player in processed meats sector worldwide. With sales of 1.846 million euro in 2009, it is supported by more than 250 million of consumers. In order to satisfy all of them, Campofrio Food Group owns seven companies that operate interdependently within the group, holding the top position by market share in Spain (Campofrio), France (Aoste), Portugal (Nobre) and Holland (Stegeman); the second position in Belgium (Imperial) and Romania (Caroli Foods Group); a relevant presence in Italy (Aoste); and an important penetration in segments with a high quality in Germany (CFG Deutschland).

About Cesare Fiorucci

Cesare Fiorucci, founded in 1850, is the Italian brand market leader in the production and sale of traditional Italian deli meats. Originating in Rome, Cesare Fiorucci S.p.A expanded into Northern Italy in the 1970s and proceeded to penetrate other European markets including the UK, Germany and France. In 1985 the Company began to build its presence worldwide. Today the Fiorucci brand is exported to more than 60 countries and is internationally known as a premium Italian brand in the specialty meats sector. In March of 2005, Vestar Capital Partners acquired a majority stake in Cesare Fiorucci S.p.A.

About Vestar Capital Partners

Vestar is a leading international private equity firm specializing in management buyouts and growth capital investments with \$7 billion in assets under management. The firm targets companies in the U.S. and Europe in five key industry sectors: consumer products, diversified industries, healthcare, media/communication, and financial services. Current and previous Vestar investments in consumer products companies include Birds Eye Foods, Sun Products Corporation, Michael Foods, Remington Products, Celestial Seasonings, and its pending investment in Del Monte Foods. Vestar's European investments include companies such as AZ Electronic Materials, OGF Group and FL Selenia. Since the firm's founding in 1988, the Vestar funds have completed more than 67 investments in companies with a total value of more than \$30 billion. Vestar has operations in New York, Boston, Denver, Milan, Munich, and Paris. For more information, please visit Vestar's website at <http://www.vestarcapital.com/>

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