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**Wednesday, January 27, 2016**

## **Beatrice Appoints Daniel Engler as New Chief Administration Officer (CAO)**

PHOENIX -- Beatrice Companies, Inc. announced today that Mr. Daniel Engler will be joining Beatrice as the new CAO. Mr. Engler will begin working with Beatrice effective February 1st 2016, and will report directly to DeWitt Hoopes, President & CEO of Beatrice.

Mr. Engler will be responsible for all aspects of management in regards to the various operating presidents.

In the announcement, DeWitt Hoopes President, CEO of Beatrice Companies, Inc. said, "Having Dan Engler on board is going to be exciting and rewarding, as he has both the expertise and knowledge to help Beatrice attain a more balanced approach on how to focus Beatrice management to better improve, and become a first class business for the future." Mr. Hoopes went on to say , "As the economy evolves, so does every other business, and Beatrice is no exception. In order for Beatrice to become more efficient in managing our products and services we what to focus more on what we are offering to our customers. Fiscal 2015 saw some significant changes in our technology business sector, and now we are moving to focus on our other products and services. Dan Engler will be able to work with Beatrice subsidiary department presidents to help coordinate effective strategies, and to determine what will work, and what will not."

Mr. Engler has diverse management experiences developing and administering business strategies to provide organization, implementation, and growth, and all of us here at Beatrice welcome him to the team.

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**About Beatrice**

Beatrice Companies, Inc. ([www.beatriceco.com](http://www.beatriceco.com)) manufactures and distributes high quality food products for the wholesale and retail markets, through our business units; Beatrice Foods Co., Beatrice Distribution, Inc., Beatrice International, Inc., and Beatrice Mercantile Exchange, Inc. Beatrice also has two non-food subsidiaries, Beatrice Consumer Products, Inc. that sells Beatrice products through our Beatrice Direct web site, and Beatrice Technologies, Inc. which is an IBM Business Partner that is authorized in the IBM Power, IBM Storage Systems, Lexmark product lines and Lenovo ThinkPad, ThinkVision, ThinkCentre, and ThinkVision products, and markets to the Enterprise and Public Services sectors.