



Beatrice Companies, Inc.
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Thursday, November 19, 2009

Beatrice Companies, Inc. and The Porticus Centre Merge

PHOENIX -- The management at Beatrice announced that the six year old business, The Porticus Centre will merge with Beatrice Companies, Inc. today, creating a unique synergy between the two organizations. The Porticus Centre was created by DeWitt Hoopes, who is also President & CEO of Beatrice Companies, Inc. The Porticus Centre houses an impressive database on historical Beatrice Foods Co. (1894-1990), and Bell System materials and documents, which have become important resources for researchers, historians and businesses. The Bell System Memorial portion was nominated in 2003 by USA Today as one of their "Hot Sites". The Porticus Centre is a trip down memory lane and is fun to view and reminisce.

The Porticus Centre will help Beatrice Companies, Inc. maintain its historical database of information, and become the central depository of historical knowledge for Beatrice Companies, Inc. and its various businesses.

Quick facts about The Porticus Centre

- Latin: porticus (f. colonnade, arcade)
- Web site: porticus.org
- Average site visits, daily: 25 to 30 thousand
- Porticus Founded by DeWitt Hoopes: 2003
- Bell System Memorial Founded by David Massey: 1997, merged with The Porticus Centre in 2006

About Beatrice

Beatrice Companies, Inc. (www.beatriceco.com) manufactures and distributes high quality food and consumer products for the wholesale and retail markets, through our various business units; Beatrice U.S. Food Corp., Beatrice Distribution, Inc., Beatrice International, Inc. Part of Beatrice Consumer Products, Inc. is the bci360i business that installs and maintains Avaya PBX phone systems, and SYSTIMAX structured cabling for business customers; and The Porticus Centre historical database web site.