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Monday, July 11, 2011

Beatrice Companies Moves bci360i and The Porticus Centre to Beatrice Technologies

PHOENIX -- Beatrice Companies, Inc. announced today that they are moving the technology based businesses, which currently include The Porticus Centre and bci360i, over to our new technology based subsidiary, Beatrice Technologies, Inc. (BTI). Currently, these two business units are part of Beatrice Consumer Products, Inc. (BCPI).

"bci360i and Porticus have been part of Beatrice Consumer since that subsidiary was formed," DeWitt Hoopes President, CEO & CTO of Beatrice Companies, Inc. said. Mr. Hoopes went on to say, "However, in an effort to strengthen our technology base, and the talent that the entire BTI team members can achieve as a whole, management felt that it was the logical course to group our technology assets together, and keep BCPI strictly for personal care, health care products, and our Beatrice Direct business unit. BTI will focus on all aspects of technology, including software development, IP telephony, and structured cabling sales and maintenance."

The move between BCPI and BTI will not be noticed by our customers and vendors, and will be primarily an internal re-structuring.

About Beatrice

Beatrice Companies, Inc. (www.beatriceco.com) manufactures and distributes high quality food and beverage products for the wholesale and retail markets, through our business units; Beatrice U.S. Food Corp., Beatrice Distribution, Inc., Beatrice International, Inc., and Beatrice Mercantile Exchange, Inc. Beatrice also has two non-food subsidiaries, Beatrice Consumer Products, Inc., and Beatrice Technologies, Inc.