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## **Beatrice Reaches Out To Help Japan Earthquake and Tsunami Victims Through The Salvation Army**

PHOENIX -- Beatrice Companies, Inc. announced today that they are coordinating a centralized effort to assist the victims in Japan by using our site to allow donations to go directly to The Salvation Army and their efforts to help assist in this most devastating disaster that country has experienced since WWII. The team members of Beatrice, customers, and vendors can freely utilize the web links to The Salvation Army to donate. The link to The Salvation Army is [http://www.salvationarmyusa.org/usn/www\\_usn\\_2.nsf](http://www.salvationarmyusa.org/usn/www_usn_2.nsf) This link will also be on the main web site for Beatrice. Conversely, you can text the words "Japan" or "Quake" to 80888 to make a \$10 donation.

"On behalf of all Beatrice, words cannot say enough how sorry we are for the loss of life, homes and the emotional trauma that has been caused by this disaster," DeWitt P. Hoopes President, CEO & CTO of Beatrice Companies, Inc. said. Mr. Hoopes went on to say, "Through the efforts of The Salvation Army, which I have found to be an honourable Christian organization, and one that we as a Company support. Now more than ever our Japanese friends need our assistance. The Japanese are extremely resourceful, and should be admired for their courage and determination to overcome this disaster. Beatrice has no business interests in Japan, but as humans on the same planet, we should give back to those who are in need, because you never know when you might need the assistance of The Salvation Army. May God Bless those in Japan in need, The Salvation Army workers, and those that give."

### **About Beatrice**

Beatrice Companies, Inc. ([www.beatriceco.com](http://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.