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## **Beatrice to Undergo Transformation**

PHOENIX - Beatrice Companies announced a reorganization that is a result of the recent COVID-19 pandemic, as well as earlier attempts to form new business for our products and services in Europe.

With new investors on board, there is a dedicated emphasis to get costs under control, and to ensure the long-term viability of Beatrice Companies, known for its long and historic delivery of quality products and services to consumers and businesses. The changes are outlined as follows:

- Discontinue our Beatrice Foods Co. Division including our research and development of new food products, marketing, and sales. This decision follows the previously spun-off Beatrice Popcorn Co. as an independent company, with Beatrice Foods Co. holding a minority stake. Also, the Tarasov Herbal Dressing & Sauce was discontinued at the same time as the Beatrice Popcorn spin-off.
- Beatrice Foods Co. will dedicate its time fulfilling wholesale bulk food orders for The Salvation Army, upon request. Beatrice has already delivered around 100,000 lbs of shelf stable food products as a direct request from The Salvation Army Metropolitan Division (Chicago) for March-April 2020. Beatrice will also be working closely with St. Mary's Food Bank Alliance in Arizona.
- Beatrice Distribution, Inc., division of Beatrice Foods Co. will only continue to serve existing medical offices, and churches with janitorial and sanitizing supplies, and will no longer accept new customers.
- Beatrice Consumer Products, Inc. will cease all operations, and will discontinue its Beatrice Direct e-commerce platform in the coming month.
- Beatrice International will cease all operations for sales and marketing.

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- Beatrice Technologies, Inc. will remain our main business unit for the company, and a new business unit that will cater to the streamlined company will be announced in the coming days.
- Beatrice Interactive Media, Inc., owner of our social media endeavors will remain, for the foreseeable future, until a clearer understanding where this business fits in long-term.

Managerial changes that pertain to personnel are as follows:

- Position of Chief Administration Officer (CAO) will be discontinued, and Dan Engler will be leaving the company.
- Position of Chief Executive Officer (CEO) will be discontinued, and DeWitt Hoopes will simply remain as President.
- Position of Chief Technology Officer (CTO) will be discontinued, with no replacement.
- Della Collins will remain as Chief Financial Officer (CFO).
- New directors for Beatrice Companies that will help with the transition of the company.

COVID-19 has altered many businesses around the country, and sadly many small businesses may never be able to re-open. Beatrice, like so many businesses need to adapt, and thankfully we have the different spread of products and services to rely on, otherwise we could face a serious threat to our own existence. Beatrice has seen a drastic reduction in revenues, and investors have expressed to management to cut back in all areas as much as possible in order to survive the potential coming financial decline. In order to be better prepared for the predicted slump in economy, especially in 2021, we are forced to make drastic changes to our business model.

The investor board advises the following:

- Eliminate further capital expenditures, which includes new technology hardware, for internal use.
- No further investing in Beatrice Interactive Media, and its business operations, other than maintaining existing architecture and systems already paid for, during the past two years. Plans for an adjunct video streaming service to the social media platform has already had capital investment, including re-provisioning existing hardware, so this will not incur any additional hardware or programming expenses.
- The two remaining active for-profit business Units; Beatrice Technologies, Inc., and Beatrice Interactive Media, Inc. will be required to operate as Independent Operating Companies (IOC), and will not receive Corporate funding. In order for these two Units to remain viable, they must demonstrate their individual clear objectives and purpose and their expenses must be justified.

## **About Beatrice**

Beatrice Companies, Inc. ([www.beatriceco.com](http://www.beatriceco.com)) with our secure product offering, Beatrice offers the Bittium Tough Mobile™ C - worlds most secure mobile communications solution for business customers, FirstNet, NGO's and journalists, coupled with the hosted Bittium Secure Suite with VPN. Through our Beatrice ProService, utilizing CommScope® and SYSTIMAX® structured cabling, we have experience in ensuring that your network has the proper distribution cabling, patch cords, and core components, which are Made in USA, NOT China[PRC]. The Porticus Centre, an online historical archives online and physical resource repository has proven to be a reliable source for research material by universities and businesses. Beatrice also configures highly secure and adaptable servers and computer systems that employ UNIX and Linux architecture.

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