



Beatrice Companies, Inc.
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Beatrice Companies Appoints New CFO

PHOENIX -- The Beatrice Companies Board of Directors announced today that Della A. Collins will be the new CFO for Beatrice Companies, and all subsidiary companies.

Miss Collins has extensive experience, both in the United States, and internationally, having worked for Digital Equipment Corporation, United Technologies, and Fidelity Corp.

"Miss Collins is a great person to work with, and is very knowledgeable in finance, and operations, and she will be an asset going forward in helping grow Beatrice for future growth and stability in the years ahead." DeWitt Hoopes, President, & CEO of Beatrice Companies, Inc. said.

About Beatrice

Beatrice Companies, Inc. (www.beatriceco.com) manufactures and distributes high quality food products; Tarasov Herbal Dressing, and Beatrice Gourmet Popped Corn, for the wholesale and retail markets, through Beatrice Foods Co. Beatrice Distribution, Inc. distributes personal care, and professional cleaning supplies from 3M, as well as infant and personal care products from Playtex. 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, CommScope structured cabling, for the Enterprise and Public Services sectors.