

FOR IMMEDIATE RELEASE 08/08/11

Haliburton International Foods Announces the Hiring of Bobby D. Ray

ONTARIO, CA – August 8, 2011 – Haliburton International Foods, Inc., a leading manufacturer of food products, announced the hiring of Bobby D. Ray as Haliburton's Vice President, Retail Sales. Bobby has enjoyed a successful career in Retail Sales and Marketing spanning over 30 years. Bobby has worked most recently with Allens Inc. as Vice President of Retail Sales and Marketing and for other well known companies such as Pictsweet, Birdseye Foods and Dean Foods.



An experienced professional and industry leader, Bobby has served as Chairman of the Private Brands Committee of the National Refrigerated and Frozen Foods Association (NRFA), member of the Board of Directors of the American Frozen Food Institute (AFFI) and member of the Private Brands Executive Committee of the Food Marketing Institute (FMI).

Haliburton President and CEO, Ian Schenkel, said "Bobby has been a supplier (or as Bobby call's it partner) and contributor to the growth of the private brands business at key retailers for many years. Bobby's knowledge, industry expertise and strong work ethic have benefited not only the companies that Bobby has worked at, but the industry as a whole through his work with industry associations where he has held key leadership positions. Bobby brings a keen understanding of what the private brands business needs, and together with our talented team of Research Chefs and Food Technologists, will lead the development, implementation and marketing of our innovative and unique retail product line."

Bobby said on accepting the position "I have been lucky enough to be in most of the frozen food plants in North America – Never have I seen a processing plant as modern with 100% state of the art equipment. Haliburton is a special place I'm looking forward to showing it off to the top retailers in the nation."

About Haliburton International Foods:

Haliburton International Foods, Inc. is a leading manufacturer of food products for retail, food service and industrial food companies. The company's unique line of products includes Individually Quick Frozen Roasted Vegetables, Vegetable Blends, Soups, Salsas, Hummus, Sauces and Aseptically Processed Industrial Food Ingredients.

Committed to Quality and Driven by Innovation, the company employs a team of chefs and food scientists to develop innovative products, processes and packaging solutions. Founded in 1992, the company is headquartered and has manufacturing operations in Ontario, California.

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