

News Release

Hormel Foods Announces Advancement

AUSTIN, Minn.--(BUSINESS WIRE)--Feb. 23, 2015-- Hormel Foods Corporation (NYSE:HRL), today announced Mark E. Morey, president of Dan's Prize, will advance to the role of president of Farmer John (Vernon, Calif.). Morey replaces Greg N. Longstreet, who recently transitioned to lead the newly acquired CytoSport Holdings, Inc., in July, 2014.

"Mark's 22 years of experience and proven track record of success across multiple disciplines makes him the perfect fit for this role," said Mark A. Coffey, vice president of affiliated business units, Refrigerated Foods. "We look forward to his leadership in growing the *Farmer John*[®] brand."

Dan's Prize, Farmer John and CytoSport Holdings, Inc., are wholly-owned subsidiaries of Hormel Foods.

Morey

Morey began his career as a meat products sales representative in Dallas, Texas, in 1993 and that same year became a territory manager in Minneapolis (Minn.). In 1994, he became a deli product manager at Dubuque Foods in Dubuque, Iowa, and in 1995, became a regional foodservice sales manager for Dubuque Foods in Boston, Mass. He returned to the Corporate Office in 1998 as the product manager of fresh pork. Two years later, he became the director of marketing for Precept Foods, and in 2006 became a group product manager in meat products. In 2008, he became the director of fresh meats marketing and general manager of Precept Foods. Morey assumed his current role in 2009.

About Hormel Foods

Hormel Foods Corporation, based in Austin, Minn., is a multinational manufacturer and marketer of consumer-branded food and meat products, many of which are among the best known and trusted in the food industry. The company leverages its extensive expertise, innovation and high competencies in pork and turkey processing and marketing to bring branded, value-added products to the global marketplace. The company is a member of the Standard & Poor's (S&P) 500 Index, S&P 500 Dividend Aristocrats for 2014, was named the 2013 Sustainable Supply Chain of the Year by Refrigerated & Frozen Foods magazine, and was again named one of "The 100 Best Corporate Citizens" by Corporate Responsibility Magazine for the sixth year in a row. Hormel Foods was also recognized as a 2015 Military Friendly Employer by G.I. Jobs magazine, and named one of the 2015 40 Best Companies for Leaders by Chief Executive magazine. The company enjoys a strong reputation among consumers, retail grocers, foodservice and industrial customers for products highly regarded for quality, taste, nutrition, convenience and value. For more information, visit <http://www.hormelfoods.com>.

Source: Hormel Foods Corporation

Hormel Foods
Julie H. Craven, 507-437-5345
media@hormel.com