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**BLUE & WHITE FOODS APPOINTS NEW CEO AT SABRA,
GEARING UP FOR FURTHER GROWTH**

Gadi Lesin Joins Sabra from Parent Company Strauss-Elite

Astoria, NY (July 10, 2006) – Blue and White Foods LLC, announced today that Gadi Lesin has joined Sabra as Chief Executive Officer. Formerly CEO of Strauss Fresh Foods, a partnership between international food group Strauss-Elite and Danone, Lesin joins Sabra with a reputation as a successful, professional, charismatic leader, with a strong record of accomplishment. Lesin, 39, recently named one of Israel's most promising CEOs, replaces Meiky Tollman 41, who served as CEO since May 2005. Tollman will maintain a leading management role as EVP and General Manager.

"It brings me great personal pleasure to witness Sabra's recent success under a strong team and I anticipate exponential growth for the company in the coming months and years under Gadi's leadership," said Yehuda Pearl, Chairman of Sabra. "Gadi rose through the ranks of an extremely successful international food corporation where he was recognized for his strategic thinking, enthusiastic management style and marketing

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acumen. We are proud to welcome Gadi to our helm as Sabra grows from a small company to a nationally recognized manufacturer of leading Mediterranean food products.”

Lesin joins Sabra from Strauss Dairies, a \$300M partnership between Strauss-Elite and Danone. There, Lesin served as Chief Executive Officer since 2003. Prior to his appointment as CEO, Lesin ran sales and distribution efforts for Strauss Fresh Foods where he managed 1500 employees and brought in revenues of more than \$270M annually. Earlier in his 14-year career with Strauss, he held various management positions in distribution, logistics, and sales.

“Sabra is experiencing thrilling success right now and I share the company’s enthusiasm for the future,” said Gadi Lesin, Sabra’s newly appointed CEO. “Sabra’s products are incomparable in flavor and quality and the Sabra brand is poised for tremendous growth. It is my pleasure to bring my experience in the industry to a company I believe has unlimited potential in this market.”

After serving in the Israeli Defense Force as an officer in the Intelligence Division, Lesin earned a Bachelor of Business Administration, Marketing and Finance degree from Management College in Tel Aviv, Israel. From there, he pursued his Masters of Business Administration, graduating with honors from the acclaimed Ben Guiron University. Lesin lives in Roslyn, NY with his wife and three children.

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About Sabra

Sabra of Astoria, New York, makes a wide and outstandingly delicious range of Mediterranean dips and spreads. Richer. Smoother. Tastier. All products are beautifully presented, certified kosher and vegetarian and available across the nation. For more information or to order products, please call 718-GO-SABRA.