



NEWS RELEASE

Innovation Generating Momentum for Growth at Tyson Foods

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BOCA RATON, Fla., Feb. 16, 2016 (GLOBE NEWSWIRE) -- Speaking at the 2016 Consumer Analyst Group of New York Conference, executives from Tyson Foods, Inc. (NYSE:TSN) said the company has made the transition from a protein producer to a leading food company with a portfolio of well-known retail brands.

"We're a different company – different from what we were, and different from everybody else," said Donnie Smith, Tyson's president and chief executive officer. "We're a growth company with advantaged brands in advantaged categories."

"Our portfolio is positioned to grow ahead of the competition," Andy Callahan, president of retail packaged brands for Tyson Foods, said. "Our model drives value creation. We make the most money where we have the highest potential for growth."

"A key contributor to our results has been the incredible innovation momentum we are generating and the impact it is having on the marketplace," according to Sally Grimes, Tyson's president of international and chief global growth officer.

Tyson Foods is ready to meet increasing consumer demand for convenience foods high in protein with a series of new product launches under the Jimmy Dean®, Tyson®, Hillshire® and Ball Park® brands.

Grimes introduced a new platform for the Tyson® brand, Keep it real. Keep it Tyson™. "Tyson is a brand people trust, care about and come back to time and again," Grimes said.

About Tyson Foods

Tyson Foods, Inc. (NYSE:TSN), with headquarters in Springdale, Arkansas, is one of the world's largest food companies with leading brands such as Tyson®, Jimmy Dean®, Hillshire Farm®, Sara Lee®, Ball Park®, Wright®,

Aidells® and State Fair®. It's a recognized market leader in chicken, beef and pork as well as prepared foods, including bacon, breakfast sausage, turkey, lunchmeat, hot dogs, pizza crusts and toppings, tortillas and desserts. The company supplies retail and foodservice customers throughout the United States and approximately 130 countries. Tyson Foods was founded in 1935 by John W. Tyson, whose family has continued to lead the business with his son, Don Tyson, guiding the company for many years and grandson, John H. Tyson, serving as the current chairman of the board of directors. The company currently has approximately 113,000 Team Members employed at more than 400 facilities and offices in the United States and around the world. Through its Core Values, Code of Conduct and Team Member Bill of Rights, Tyson Foods strives to operate with integrity and trust and is committed to creating value for its shareholders, customers and Team Members. The company also strives to be faith-friendly, provide a safe work environment and serve as stewards of the animals, land and environment entrusted to it.

To download Tyson Foods' free investor relations app, which offers access to SEC filings, news releases, transcripts, webcasts and presentations, please visit the **App Store** for iPhone and iPad or **Google Play** for Android mobile devices.

Forward Looking Statements

This release includes forward-looking statements as well as historical information. These forward-looking statements are made as of the date of the release and include statements relating to anticipated category growth. Actual results may vary. Factors that could cause actual results to differ from those in the forward-looking statements include, but are not limited to: certain categories in which our products are sold do not grow or the sales of our products fall below our expectations. Additional information regarding these and other risks is included in Item 1.A. "Risk Factors" on our Form 10-K for the period ended October 3, 2015. Tyson Foods does not assume any obligation to update the information contained in this communication (whether as a result of new information, future events or otherwise), except as required by applicable law.

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