



Press Release

Tel Aviv, August 30, 2007 – Strauss-Elite's (STRA.TA) President & CEO, Erez Vigodman, announced today the appointment of Alain Loss as EVP Marketing and Chief Marketing Officer in Strauss Group. Alain Loss will replace Shali Shalit, who has asked to take a one-year leave at the end of 2007.

Erez Vigodman said today: "The global growth and expansion of Strauss Group oblige us to direct more resources at brand development in various countries, including the building of cross-boundary brands. I am convinced that Alain Loss's vast managerial and marketing experience, including multi-cultural management and building global brands, will provide a significant contribution to the Group, helping us achieve our objectives in general, build a global company brand in particular and develop more international brands in the Group.

I would like to thank Shali for her great contribution to Strauss Group in the course of all the roles she has assumed, and particularly in her recent role as V.P. Corporate Marketing and GMT member, in which she steered an immense leap in competencies, infrastructures and preparatory marketing processes of the Group, in marketing in general and international marketing in particular."

Alain Loss, 52, married, is a graduate of the School of Business Administration at Lyon in France, and has extensive experience and background in international marketing. Over the past 22 years, he has fulfilled various positions with Best Foods, which was later acquired by Unilever.

In Unilever, Loss has served until recently as SVP Global Marketing of the Savoury Category at the Rotterdam HQ.

Loss played a pivotal role in the merger and integration of Best Food's Savoury business into Unilever, mainly under the Knorr brand.

This process created a global mega-brand totaling \$5 billion, that represents activities in more than 100 countries in the world, and has achieved global leadership in its category. Alain will assume his new position on January 1, 2008.

Shali Shalit has requested a one-year leave, following 17 years with the Group,

during which she fulfilled senior managerial roles such as manager of the chocolate plant in France and GM Coffee Israel.

In her current position as V.P. Corporate Marketing, Shali has set up the Group's marketing system in conjunction with Strauss' global business strategy

Within this framework, she oversaw the formation of a corporate identity, setting up a professional team and designing processes that help the Group achieve its global growth and expansion goals.

Shalit will fulfill a different position in the Group upon her return.