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**Erez Vigodman President and CEO of Strauss Group  
announced today the appointment of Avi Ben Assayag as  
Deputy CEO and COO of Strauss Group.**

Erez Vigodman said today that Avi Ben Assayag's appointment form another phase in the adjustments needed for Strauss international expansion and the accelerated growth in recent years. Within the framework of his duties, Avi has been steering major processes in the Group and in his new role he will have a very important impact on the Group development in the years ahead.

Avi Ben Assayag joined Strauss Group about six years ago, in April 2001, as CFO of Elite Industries, and following the merger he was appointed CFO of the entire Strauss Group and member of the GMT (Group Management Team). About two year ago, Avi assumed additional responsibilities: Group strategy and business development.

In his new capacity, Avi will manage and lead the following disciplines and divisions in the Group: global supply chain, corporate strategy and global business development, the change process in the Group and in Israel, the IT division, and the chief technologist of the Group. Furthermore, Avi will assume responsibility for managing the entire array of cross-Group processes and for capturing synergies among various Group activities in and outside of Israel, while leading Group headquarter and BU managers, who are and will be engaged in, among other duties, the implementation and application of cross-Group processes.

**Strauss Group Contact:**

Yaffa Cohen-Ifrah  
Director of Investor Relations  
Strauss Group Ltd.  
Tel. +972 3 675 2545  
Mobile. +972 54 577 2195  
[yaffac@strauss-elite.co.il](mailto:yaffac@strauss-elite.co.il)