

April 1, 2009

**PRESS RELEASE**

**OFRA STRAUSS, CHAIRPERSON OF STRAUSS GROUP, ANNOUNCED TODAY THE BOARD'S DECISION TO APPOINT GADI LESIN AS PRESIDENT & CEO OF STRAUSS GROUP, REPLACING EREZ VIGODMAN, WHO GAVE NOTICE SEVERAL DAYS AGO OF HIS DECISION TO LEAVE THE GROUP.**

**GADI LESIN WILL TAKE OFFICE UNTIL SEPTEMBER THIS YEAR FOLLOWING A HANDOVER PERIOD WITH EREZ VIGODMAN AND THE APPOINTMENT OF A CEO REPLACING HIM AT STRAUSS ISRAEL.**

**Tel Aviv, April 1, 2009 – Ofra Strauss, Chairperson of Strauss Group (STRS.TA), said today:**

**"I AM CERTAIN THAT GADI LESIN'S ABILITIES AND THE EXPERIENCE HE ACCUMULATED DURING HIS SIXTEEN YEARS IN A VARIETY OF GENERAL MANAGEMENT ROLES IN STRAUSS GROUP IN AND OUTSIDE OF ISRAEL WILL ENABLE HIM, TOGETHER WITH GROUP MANAGEMENT AND ALL MANAGERS AND EMPLOYEES OF STRAUSS, TO CONTINUE TO TAKE THE GROUP FORWARD TO FURTHER SUCCESS".**

**OFRA STRAUSS ADDED, "WE HAD THE PRIVILEGE OF CHOOSING BETWEEN A NUMBER OF EXCELLENT CANDIDATES, ALL OF WHOM GREW FROM WITHIN AT STRAUSS AND REACHED THE FINISH LINE OF THIS PROCESS.**

**"EACH OF THEM IS WORTHY AND POSSESSES THE REQUIRED COMPETENCES TO MANAGE THE GROUP.**

**"CLEARLY, ONLY ONE COULD BE CHOSEN AND IT WAS A TOUGH DECISION."**

Gadi Lesin, 42, married with three children, holds an MBA cum laude from Ben Gurion University. In the past ten years he held a variety of senior management positions in Strauss Group. Lesin joined Strauss in 1993 as regional sales manager in Strauss's salads business, climbing the ranks in sales until being appointed CEO of Strauss's sales division in 1999, which he led for four years.

In 2003, following the announcement of the merger between Strauss and Elite, Gadi was appointed CEO of Strauss Dairies and a member of Strauss-Elite Israel management. Under his leadership, the Dairies accomplished impressive achievements.

In 2006 Lesin relocated to the US with his family to manage Sabra, following the acquisition of the controlling interest in that company by Strauss Group. In this position Lesin accompanied the process of PepsiCo's introduction as an equal partner in Sabra and built the infrastructure for Sabra's rapid growth and expansion.

In late 2007 Gadi Lesin was appointed as CEO of Strauss Israel.

Lesin will take office as Group President and CEO before September 2009 following the appointment of his successor as CEO of Strauss Israel and after completing a handover period with Erez Vigodman.

### **About Strauss Group**

Strauss, Israel's second largest food and beverage group, has in recent years become an international corporation as a steadily growing part of its business is conducted abroad. The Group presently employs 11,600 people and operates 19 production facilities in 16 countries. For the past six years the company has grown rapidly, more than doubling the scope of its activities and achieving a business turnover of NIS 6,245.9 million at the end of 2008, 47% of this figure accounted for by the Group's international operations.

In Israel the Group is active in the three main consumption trends in the food industry today through three business divisions: Health & Wellness, Fun & Indulgence and Coffee.

Strauss Coffee, the sixth largest company in the world in terms of green coffee consumption, is presently active in twelve countries (principally Israel, Central and Eastern Europe and Brazil) and holds a leading position in every market in which it is active.

Sabra produces and sells Mediterranean salads in North America.

In addition to the Group's core activities, the Group has two start ups, Max Brenner and H2Q (a water venture).

The Group has collaborations with a number of leading multinationals – Danone, PepsiCo and Lavazza, and is traded on the TA-25 Index, which includes the largest public companies in Israel.

### **For additional information:**

<http://www.strauss-group.com>

#### **Media Contact**

Osnat Golan

Corporate Communications Director

Tel. +972 3-6752281

Cellular. +972 52-8288111

E-mail: [osnat.golan@strauss-group.com](mailto:osnat.golan@strauss-group.com)

[www.strauss-group.com](http://www.strauss-group.com)

#### **Investors Contact**

Yaffa Cohen-Ilfrah

Director of Investor Relations

**Strauss Group Ltd.**

Tel. +972 3-6752545

Cellular. +972 54-5772195

E-mail: [yaffa.cohen-ifrah@strauss-group.com](mailto:yaffa.cohen-ifrah@strauss-group.com)

[www.strauss-group.com](http://www.strauss-group.com)