



## Press Release

**Gadi Lesin, CEO of Strauss Israel, Who is Intended to Succeed Erez Vigodman as President & CEO of Strauss Group, Today Named Zion Balas as the Next CEO of Strauss Israel.**

**Balas Will Assume His New Role as CEO of Strauss Israel and Member of the Group Management Team on June 15, 2009.**

**Strauss Group also announced today that Gadi Lesin will assume his new role as President & CEO on July 1, 2009.**

**Gadi Lesin said today: "Zion Balas has extensive experience within the Strauss Group, fulfilling various senior managerial positions, successfully steered complex and challenging processes over the past years. I am convinced that his strategic and leadership capabilities combined with his high performance skills, and his good interpersonal capabilities, will enable Zion to be highly successful at implementing Strauss Israel's challenges in the years to come."**

**Erez Vigodman said today:" Zion Balas has made a long professional journey at Strauss, with success in all the roles he had fulfilled. I congratulate Zion on his appointment as the next**



**CEO of Strauss Israel and am convinced that his high leadership and professional capabilities combined with the vast and diverse experience he has accrued in senior managerial positions at Strauss will enable him to steer Strauss Israel successfully forward in the coming years, becoming an important part of further growth and expansion of the Group as a whole."**

Zion Balas, 44, married+3, has B.Sc in Industrial Engineering & Management from the Technion in Haifa, Israel.

Over the past 15 years he has fulfilled various senior managerial positions in operations, logistics and sales management at Strauss Group.

In the past three years he served as GM of Strauss Israel's Sales Division which employs 2,000 people and generates NIS 3.2 billion in revenues.

Earlier in his career, Balas served as Operations Manager of Strauss Dairies, and was a member of the team that built the new Achihood Dairy in the late 90's. Balas was later V.P. Operations of Strauss Fresh Foods with overall responsibility for all Strauss Fresh Foods plants.

#### **About Strauss Group:**

Strauss Group, Israel's second largest food and beverage company, has over the past few years become an international corporation with a steadily growing part of its business conducted outside of Israel. The Group employs more than 11,600 people and operates in eleven countries. Over the last five years the Group has consistently achieved double-digit growth, doubling its business in that period and generating over NIS 6 billion (around \$1.7 billion) in turnover at the end of 2008, of which 47% originated in international activities.

The Group focuses on key consumption trends in the food industry via three business divisions: Health & Wellness, Fun & Indulgence, and Coffee.

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



For additional information:

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