



30/11/10

**Zion Balas, CEO of Strauss Israel, announced today the appointment of Erez Paz as GM of Strauss Dairies.**

**Zion Balas said today: "I congratulate Erez Paz on joining Strauss Group as GM Strauss Dairies. His appointment follows a process designed to create a business focus in the Health & Wellness domain and the appointment of a GM at the Fresh Foods Division. Erez has diverse experience in marketing, category management, business development and sales, and I am confident that his vast experience and strong interpersonal capabilities, will enable him to lead the Dairies successfully in view of market challenges."**

**About Erez Paz**

Erez, 48, married+3, was appointed as GM Strauss Dairies. In his most recent position he was V.P. Customer Division and V.P Marketing & Contents at Partner (Orange). Between 2004-2007 he was V.P. Marketing & Business Development of Visa Cal, and between 1995-2004 he fulfilled various managerial positions at Coca-Cola, including V.P. Marketing of the company.

Erez will join the company at the beginning of January and assume his new role in March 2011.

He holds a B.Sc. in Industrial Engineering & Management from Ben Gurion University and an MBA from Bedford University.

**For additional information:**

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