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**Local High School Students, Tyson Foods and 99.9 KE-Z
Unite to Fight Hunger to Benefit St. Mary's Food Bank Alliance**
Nine Valley high schools participate in the largest student food drive in the nation

SPRINGDALE, Ark., September 2008 - High school students in six cities across the nation are taking the lead to end hunger in America. Tyson Foods, Inc. (NYSE: TSN) and Feeding America announced the launch of the 2008 Student Food Drive campaign. The company also announced the donation of more than 200,000 pounds of protein to food banks in those cities in honor of the program's kick-off, including St. Mary's Food Bank in Phoenix, AZ. The Tyson-sponsored campaign will be held in Phoenix, AZ, Gray, Tenn.; Kansas City, Mo.; Asheville, N.C.; Concord, Calif.; Ft. Pierce, FL and Norfolk, Va.

In Phoenix, AZ, the following schools will be kicking off their school food drive ceremonies with 99.9 KE-Z and morning personality Marty Manning with a live remote to celebrate their commitment to fighting hunger:

- Mountain Ridge High School -Glendale
- Ironwood High School -Glendale
- Cactus High School -Glendale
- Apollo High School-Glendale
- Sandra Day O'Conner High School-Glendale
- Centennial High School-Peoria
- Corona Del Sol High School-Tempe
- Marcos De Niza High School-Tempe
- Sunnyslope High School-Phoenix

"We support The Student Food Drive because we see the value in the link between leadership and philanthropic outreach when our students unite to fight hunger," said Sue Brockway, community relations manager for Tyson Foods. "As we expand our company's effort to fight hunger in every community, we hope others will see the need through the leadership of our students. We're energized by the spirit of the people who work for the food banks and high school students of the participating communities."

The Student Food Drive program is designed to engage students and communities in the fight against hunger by working together with Tyson team members, community leaders and food

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banks in each community. High schools of all sizes will compete to see who can collect the highest number of pounds of food per student and to help raise awareness for childhood hunger and the need for hunger relief. Throughout the month-long competition, students will host educational, entertainment and fundraising events to help reach their goal. The program will end Nov. 20, with product loading days in each city and awards ceremonies for schools that collect the most donations in each area.

“We hope this national program will empower today’s youth to become a part of the solution to end hunger,” said Vicki Escarra, CEO Feeding America. “Tyson’s commitment to The Student Food Drive will help us create a larger hunger advocacy community and increase awareness for the needs of our participating food banks.”

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Feeding America is the largest charitable domestic hunger-relief organization in the United States. Through its network of more than 200 member food banks, Feeding America annually provides assistance to more than 25 million people in need, including more than 9 million children and nearly 3 million seniors in all 50 states, the District of Columbia and Puerto Rico. Each year, Feeding America secures and distributes more than 2 billion pounds of food and grocery products to support feeding programs at approximately 63,000 local charitable agencies, including food pantries, soup kitchens, emergency shelters, after-school programs, and Kids Cafes. To learn more, please visit www.feedingamerica.org.

Tyson Foods, Inc. [NYSE: TSN], founded in 1935 with headquarters in Springdale, Arkansas, is the world’s largest processor and marketer of chicken, beef, and pork, the second-largest food production company in the Fortune 500 and a member of the S&P 500. The company produces a wide variety of protein-based and prepared food products and is the recognized market leader in the retail and foodservice markets it serves. The company has approximately 104,000 Team Members employed at more than 300 facilities and offices in the United States and around the world. Through its Core Values, Code of Conduct and Team Member Bill of Rights, The company also strives to be faith-friendly, provide a safe work environment and serve as stewards of the animals, land and environment entrusted to it. Visit www.tyson.com for more details.

St. Mary’s Food Bank Alliance: The world’s first food bank is a non-sectarian, nonprofit organization that alleviates hunger by efficiently gathering and distributing food to 675 sites that serve the hungry. Serving 13 of Arizona’s 15 counties, the organization is committed to volunteerism, building community relationships, and improving the quality of life for Arizonans in need. During Fiscal Year 2006-2007, the Food Bank distributed 51.5 million pounds of food to families and individuals, provided enough food for 200,000 meals every day, and garnered more than 230,000 volunteer service hours. Visit www.FirstFoodBank.org for more details.