



Investor Relations | Smithfield Foods USA, Global Food Company

Armour "Great Moms" Campaign Honors Fort Lee Military Mom

LISLE, Ill., Oct. 25, 2016 (GLOBE NEWSWIRE) -- Armour, the makers of convenient meal solutions and ingredients including frozen meatballs, pepperoni, and portable meal kits honored an unsung hero today. Armour hosted an event at the Commissary in Fort Lee, Virginia to recognize Michelle Liens as part of the Armour Campaign to recognize "Great Moms" across the country.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/d4f53c6f-f42c-4eb4-b74b-812c0ac82990>

Liens is a mother of three and wife to PFC Raymond Liens at Fort Lee in Virginia. Being a mom is a full-time job, which Liens takes seriously. She humbly spends her days caring for her children, and going the extra mile. Her day starts before the rest of the Liens wake, and goes well into the night. As a military mom, she keeps her children on a daily schedule which includes learning, crafts, and play time. This holistic approach is what makes the Liens' home a happy one.

Liens was celebrated during an assembly at the Commissary in front of her family, friends, and fellow military moms. To recognize her for being a "Great Mom", Armour surprised Liens with \$2,500 in free groceries at the Commissary.

"Michelle Liens exemplifies the spirit of the Armour 'Great Moms' campaign," said Jennifer Zmrhal, Smithfield Foods senior director of marketing. "She has not only shown dedication to her family, but also to our nation. We are honored to celebrate and reward Mrs. Liens with \$2,500 in free groceries."

The Armour "Great Moms" campaign is a national program designed to highlight and reward great moms across the country by recognizing and showing appreciation for these unsung champions.

The campaign includes monthly events to surprise and celebrate "Great Moms" across the country for their extraordinary efforts in their communities and at home.

"This means the world to me," said Liens. "I consider myself a good mom, doing everything I can for my kids and husband. This gift will really lift a burden, especially since my kids love to eat! It's great that Armour provides this. It's just awesome."

Armour is currently hosting the "Great Moms" sweepstakes. From now through November 30, look for specially marked Armour products or visit www.armourgreatmoms.com to enter for a chance to win up to \$5,000 in free groceries. No purchase is necessary to enter the sweepstakes.

Armour is a brand of Smithfield Foods.

About Armour

With America's favorite frozen meatballs, LunchMakers portable meal kits, and pepperoni products, Armour® is proud to be a trusted brand that provides convenient, delicious and affordable meal options for smart, sensible families since 1867.

About Smithfield Foods

Smithfield Foods is a \$14 billion global food company and the world's largest pork processor and hog producer. In the United States, the company is also the leader in numerous packaged meats categories with popular brands including Smithfield®, Eckrich®, Farmland®, Armour®, Cook's®, John Morrell®, Gwaltney®, Nathan's Famous®, Kretschmar®, Margherita®, Curly's®, Carando®, Healthy Ones®, Krakus®, Morliny®, and Berlinki®. Smithfield Foods is committed to providing good food in a responsible way and maintains robust animal care, community involvement, employee safety, environmental and food safety and quality programs. For more information, visit www.smithfieldfoods.com.

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