



JBS hires Alexandre Almeida as new director of the industrialized and further processed meats department in Brazil

JBS S.A. (JBSS3) informs its shareholders and the market in general that it has hired Alexandre Moreira Martins de Almeida as executive director for the company's industrialized and further processed meat products department in Brazil. Alexandre will be responsible for the strategic planning and sales of these products, both in the domestic and international markets. Also under his responsibility will be JBS' offices located outside Brazil dedicated to the sales and distribution of these products.

The position of executive director for industrialized and further processed meat products unites the domestic and international operations, with a view to providing greater efficiency and expansion of JBS' performance in the value added meat products segment. Alexandre will report directly to Renato Costa, president of the beef department of JBS Brazil.

Alexandre is 47 years old, married and a father of three. He graduated as an engineer from the Federal University of Minas Gerais (UFMG) and has a post graduate degree in financial management from the João Pinheiro Foundation. The executive also has a masters degree in computer science from UFMG and has participated in programs for the development of business management from the Dom Cabral Foundation in partnership with the Kellogg School of Management and INSEAD.

Before joining JBS, Alexandre worked with relevant international companies where he held leadership positions. Most recently, he was president of Novelis do Brasil, where he worked for the last six years. His previous experience includes a general management position at Alcan Composites do Brasil.

Alexandre Almeida's arrival at JBS represents another step in the professionalization process and will add to the existing team's performance. His experience will boost the Company structure in order to increase the sales of value added meat products, elevate margins and, thus, improve the Company's results.

São Paulo, October 28th, 2011

Jeremiah O'Callaghan

Director of Investor Relations