



MINERVA



Press Release

Minerva Announces CEO for Minerva Dawn Farms

Barretos, May 15, 2008 - Minerva S.A. (BOVESPA: BEEF3; Bloomberg: BEEF3.BZ; Reuters: BEEF3.SA), one of the market leaders in Brazil in the production and sale of beef products, leather and live cattle, announces to shareholders and the general market that Roberto Denuzzo will serve as CEO of Minerva Dawn Farms, a joint venture with the Ireland-based company Dawn Farms that will operate in the domestic and international Food Services market.

Mr. Denuzzo holds degrees in food engineering and business administration, and has completed the strategic planning program at Harvard Business School and continuing studies at Kellogs. He has a long career in the Food Services industry, with 13 years of experience at the group Bunge Alimentos and 10 years at Sadia.

Minerva Dawn Farms will open its first plant in the third quarter of 2008 in Barretos, São Paulo, where Minerva's head offices are located. The plant required investment of US\$50 million and will be one of the largest industrialized high value added meat products plants in Brazil. In addition to its high capacity (10-15 tonnes of meat per hour), another competitive advantage of the plant is its flexible structure, which can simultaneously produce meat, pork and chicken products on a variety of production scales, and will serve both domestic and world demand for products in the Food Services segment. At the start of operations, approximately 70% of products will be exported.

"The potential for expanding this plant to supply our Food Services segment is already planned and was included in the designs. The plant can be expanded to double its size and capacity", explains Roberto Denuzzo.

The plant is equipped with state-of-the-art technology equipment, with all stages controlled by computer. The machinery and control software comes from Japan, France, Italy and the United States. Strict sanitary controls have also been implemented that are in line with highest international requirements. Protecting the environment is another priority: the plant will have treatment stations for the water used in the production processes. In addition, the staff will also be highly specialized. Eleven key employees area already undergoing training in Ireland since early 2008, and will be responsible for providing training in Brazil.

As for the plant's future clients, Denuzzo said that the Company is already negotiating with Japanese, American and European groups, as well as with clients in the Brazilian market. "The Food Services market is global and very promising", says Denuzzo.

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About Minerva S.A.

Minerva S.A. is one of the leading producers and sellers of beef, leather and live cattle in Brazil, and is one of the country's three largest exporters in the sector in terms of gross revenue (US\$563 million in 2007), exporting to some 80 countries. The Company has slaughter capacity of 5,500 head/day, processing capacity of 1,300 tonne/day and leather capacity of 5,000 hides/day. Minerva is present in the states of São Paulo, Goiás, Tocantins and Mato Grosso, where it operates six slaughterhouses, seven deboning plants and two tanneries, as well as distribution centers located in Olímpia and São Bernardo do Campo. In 2007 the Company recorded net sales revenue of R\$1.46 billion and EBITDA of R\$121 million.

This release contains forward-looking statements relating to the prospects of the business, estimates for operating and financial results, and those related to growth prospects of MINERVA. These are merely projections and, as such, are based exclusively on the expectations of MINERVA's management concerning the future of the business and its continued access to capital to fund the Company's business plan. Such forward-looking statements depend, substantially, on changes in market conditions, government regulations, competitive pressures, the performance of the Brazilian economy and the industry, among other factors and risks disclosed in MINERVA's filed disclosure documents and are, therefore, subject to change without prior notice.