



Longueuil, April 28, 2014

**NOTICE OF APPOINTMENT
MARTIN PARENT
PRESIDENT, ULTIMA FOODS INC.**

The Ultima Foods Inc. Board of Directors is pleased to announce the appointment of Martin Parent as President, Ultima Foods Inc. effective mid-July 2014.

Martin has acquired extensive professional experience in food processing, marketing, distribution and sales. He has held senior executive positions with respected companies including Frito-Lay, Campbell Soup, Cadbury/Adams and most recently as General Manager of Mars business activities in the Persian Gulf region. Martin's domestic and international strategic and operational leadership experience is impressive with a portfolio of several major projects in Australia, South East Asia and United Arab Emirates.

A graduate of the University of British Columbia with a Master's in Business Administration, Martin's strong strategic, analytical and operational skills will serve him and Ultima Foods Inc. well as he assumes the responsibilities and challenges as President at this exciting stage of development at Ultima Food's. Building on the solid growth and performance experienced thus far we are confident and convinced that Martin will drive continued business process improvement and innovation with the Ultima team to grow the Ultima's Foods business for years to come.

Please join us in congratulating Martin and wishing him a warm welcome and the best of success in his new role at Ultima Foods.

Robert Coallier
Chairman of Board, Ultima Foods