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Heinz to Outsource Dry Products Warehousing and Distribution To ES3

Agreement with ES3 Designed to Boost Efficiencies, Improve Customer Service

PITTSBURGH, October 6, 2003 – Heinz North America announced today it has entered into a long-term agreement with ES3, LLC, a leading national third-party logistics and distribution company, to be its lead logistics provider of warehousing and distribution services for Heinz’s ketchup, condiments and sauces businesses.

As a result of this agreement, three Heinz North America distribution centers – Fremont, Ohio; Muscatine, Iowa; and Tracy, California – will begin operating as ES3 facilities in the next six to nine months. At that point, employees at these facilities will become ES3 employees. A fourth facility in Grand Prairie, Texas will close, affecting 12 employees.

Heinz also will utilize ES3’s York, Pennsylvania facility as its distribution center for products supplied to customers in the Northeast and Mid-Atlantic regions.

“This agreement is designed to help us better serve our customers,” said Dave Moran, President of Heinz U.S. Consumer Products. “Having a strong partner such as ES3 will allow us to implement a state-of-the-art warehousing logistics system while at the same time driving cost from our distribution networks. It also allows Heinz to focus on what it does best – making great-tasting, nutritious food products.”

Heinz expects to leverage ES3's experience and expertise to provide greater flexibility and more predictable, consistent service to its customers.

"The decision to outsource our distribution operations to ES3 will allow Heinz to make a quantum leap forward in the services we provide customers, as well as advancing our enabling technology and improving finished goods inventory levels," said Jeff Hoban, Vice President of Distribution, Customer Service and Materials Management at Heinz U.S. Consumer Products. "The move will also allow us to be more competitive with other manufacturers in dry goods distribution."

"This is a winning combination," said Ron Wright, President of ES3. "Heinz sells some of America's most recognized brands, and ES3 offers expertise in supply chain management. The power of Heinz products, coupled with our ability to manage Heinz's distribution network, will lead to a successful, customer-focused relationship. Becoming the lead logistics provider for Heinz is another important step in our efforts to redesign the consumer packaged goods supply chain and make it more efficient."

"We look forward to working with Heinz and ES3 technology and distribution partners in our effort to build the most efficient, cost effective and high quality supply chain for Heinz. ES3 is committed to developing synergies that positively effect all participants in the grocery supply chain," said Geoff Davis, Executive Vice President of ES3.

About Heinz

Heinz North America is an affiliate of the H.J. Heinz Company, one of the world's leading processors and marketers of high-quality ketchup, condiments, sauces, meals, soups, snacks and infant foods through all retail and foodservice channels. A host of favorite brands, such as Heinz® Ketchup, Ore-Ida® French fries, Boston Market® and Smart Ones® meals and Plasmon® baby food are the growth drivers in Heinz's two strategic global segments: Ketchup, Condiments & Sauces and Meals & Snacks. Heinz's 50 companies have number-one or number-two brands in 200 countries, showcased by the Heinz® brand, a global consumer icon with \$2.5 billion in annual sales. Fourteen additional brands, each with more than \$100 million in annual sales, generate a further \$2.6 billion. Information on Heinz is available at www.heinz.com/news.

FORWARD LOOKING STATEMENT

This press release contains forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements reflect management's view of future events and financial performance. These statements are subject to risks, uncertainties, assumptions and other important factors, many of which may be beyond Heinz's control and could cause actual results to differ materially from those expressed or implied in these forward-looking statements. Uncertainties contained in such statements include, but are not limited to, sales and volume growth, economic, political, and industry conditions, production, energy and raw material costs, the ability to maintain favorable

customer and supplier relationships, achieving cost savings programs, the effectiveness of advertising, marketing, and promotional programs, supply chain efficiency, the impact of e-commerce and e-procurement, and other factors described in "Cautionary Statement Relevant to Forward-Looking Information" in the Company's Form10-K for the fiscal year ended April 30, 2003, and the Company's subsequent filings with the Securities and Exchange Commission. The forward-looking statements are and will be based on management's then current views and assumptions regarding future events and speak only as of their dates. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

About ES3

ES3 has redesigned the consumer packaged goods supply chain from the ground up by fundamentally changing the way that products move from manufacturer to market. ES3 provides the industry with the scale, technology and expertise necessary to realize savings from a collaborative, just-in-time distribution solution. ES3's state-of-the-art facility in York delivers multi-manufacturer consolidated orders to customers throughout the Northeast and Mid-Atlantic regions within 24 hours by utilizing electronic information exchange (EDI, XML or direct machine-to-machine communications) and automation. Manufacturers and their customers have real-time visibility to inventory and are able to monitor shipments from end-to-end through ES3's web-based reporting and proprietary supply chain systems. For more information on the company, visit ES3's website on the Internet at www.ES3.com.