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NEWS RELEASE

PHOENIX Business Consulting Partners with Del Monte Foods Company in Successful U. S. Nationwide Systems Integration

GREENSBURG, PA (March 12, 2004)—PHOENIX Business Consulting, Inc., a provider of business consulting services and solutions, recently completed its role in providing significant support in the successful U.S. company-wide ERP and other business systems integration project for Del Monte Foods [NYSE: DLM], a pre-eminent U.S. branded food marketer.

Del Monte acquired certain businesses from the H.J. Heinz Company in December of 2002, which required an assimilation of business processes. Beginning in March 2003, PHOENIX was asked to play a significant role by leveraging its talent and expertise to implement proven ERP and complementary business systems to support the entire U.S. operations of Del Monte Foods, which included Del Monte Headquarters in San Francisco, operations in Pittsburgh, Pa., distribution centers and manufacturing facilities across the U.S.

The scope of the project encompassed migrating from multiple platforms including UNIX and Mainframe and consolidating applications centrally on a single IBM iSeries. The work required integration of business processes across manufacturing, financial, supply chain, decision support and transactional reporting areas.

"Del Monte continues to realize success in the integration of the combined company with its initiatives tracking on or ahead of plan. Key integration goals, such as its IT conversion, have been achieved and will facilitate improving our ongoing performance. We were able to achieve the IT conversion six months ahead of schedule due to the dedication and skills of the Del Monte Project Team, and with support from a team of professionals including PHOENIX," explained Marc Brown, vice president of information technology at Del Monte.

Echoing Mr. Brown's comments was Mr. Dominic Clemente, Manager of Enterprise Applications at Del Monte, and the day-to-day integration project manager. "After a thorough analysis the decision was made to implement Business Planning & Control System® software (BPCS)* as the core ERP solution for the integrated company. As we put together our project team, PHOENIX was a known and proven business consulting partner to Del Monte. We knew we could count on them to get the job done while meeting aggressive deadlines and budgets. They played a significant role in supporting the Del Monte Project Team, providing extensive business, application, technical, systems integration and project management expertise. PHOENIX, and our other service partners, also provided business process, industry, application and technical skills that enabled us to successfully complete this project six months ahead of schedule. PHOENIX helped to match what's new with what already works, and that was of great assistance with Del Monte's IT conversion project," said Clemente.

"We at PHOENIX appreciate the confidence shown in us by a company as large and respected as Del Monte. This project confirms PHOENIX as a leading BPCS service provider with a national presence," said Rich Very, chief executive officer of PHOENIX.

PHOENIX Business Consulting, Inc.

PHOENIX Business Consulting successfully matches what's new with what already works in ERP business systems. Our nationwide team of proven application, technical and business consultants provides "value-add" business services and solutions enabling clients to achieve maximum return on investment. PHOENIX supports a network of value-add solution partners and resources bringing clients unbiased and knowledgeable recommendations in customer relationship management, business-to-business software, workforce management and productivity control, business intelligence, data collection, e-Business analytics and enterprise asset management. We promote manufacturing/business education and training with our innovative Fast Track Education Program(sm) leading to CPIM (certified in production and inventory management) certification in months, not years, while helping both employees and companies benefit from immediate ROI. For more information on Greensburg, PA-based PHOENIX, visit our website at www.phoenixbcinc.com.

Del Monte Foods Company

Del Monte Foods Company is one of the country's largest and most well known producers, distributors and marketers of premium quality, branded and private label food and pet products for the U.S. retail market, generating over \$3 billion in pro forma net sales in fiscal 2003. With a powerful portfolio of brands including Del Monte®, Contadina®, StarKist®, S&W®, Nature's Goodness™, College Inn®, 9Lives®, Kibbles 'n Bits®, Pup-Peroni®, Sausages®, and NawSomes!®, Del Monte products are found in 9 out of 10 American households. For more information, visit the Company's Web site at www.delmonte.com.

BPCS® is a registered trademark of SSA Global

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