



**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

Employees at Sofina Foods Inc. Make Dreams Come True for Children Living with Severe Physical Disability or Illness

LONDON, ON (October 18, 2016) – The Sofina Foundation announced today that The Sunshine Foundation of Canada will now benefit from funds raised during their annual Dream Builders' Campaign, an employee based fundraiser that drives employee engagement and corporate social responsibility. Through a series of fundraising initiatives taking place during the month of October, The Sofina Foundation will engage employees from Sofina Foods' 22 locations across Canada and raise funds in support of Sunshine Dream Programs. Sofina Foods Inc. generously matches contributions.

"It makes me proud to see our employees come together to make a difference in our communities," says Michael Latifi, Founder, Chairman and CEO of Sofina Foods Inc.

"The Sofina Foundation is honoured to welcome The Sunshine Foundation as one of the recipients of our Dream Builders' Campaign," said Umeeda Madhany, Vice President of the Sofina Foundation. "Sunshine's commitment to bring joy and hope to children living with severe physical disabilities aligns with our mission to make a difference in the lives of children in the communities in which we operate. It's a perfect partnership."

The funds raised by Sofina's annual Dream Builder campaign will help make Sunshine Dreams come true for children like Zackery, a 10-year-old boy from Calgary, Alberta, living with cerebral palsy, blindness, and a severe seizure disorder. Zackery loves to swim and is happiest when he's in the water. His Sunshine Dream is to feel the sand on his toes and float in warm waters. Thanks to supporters like Sofina Foods, Zackery will experience his dream come true with his family and create memories that will last a lifetime.

"We are incredibly excited to begin this new partnership with the Sofina Foundation and Sofina Foods" says Nancy Sutherland, CEO at The Sunshine Foundation of Canada. "Sofina's creativity and commitment to employee engagement in the pursuit of helping make dreams come true for our Sunshine Kids is profound and we are very appreciative for the opportunity to be a part of this wonderful initiative."

A portion of funds raised by Sofina's Dream Builders' campaign will also be used to support a Sunshine DreamLift, a whirlwind one day trip to Walt Disney World for over 70 young Sunshine Dreamers, scheduled for Spring of 2017 from Brantford, ON.

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ABOUT SOFINA FOODS INC.

Sofina Foods Inc. is a privately owned Canadian company headquartered in Markham, Ontario dedicated to providing great tasting, high quality food products for consumers. As one of the nation's leading manufacturers of primary and further processed protein products for both retail and foodservice customers, Sofina Foods has a broad portfolio of branded and private label pork, beef, turkey, and chicken products. Sofina's family of branded products consists of: Cuddy, Lilydale, Janes, Mastro, San Daniele, Fearmans Pork, Fletcher's, Vienna and Zamzam. Sofina Foods currently operates 17 HACCP-approved manufacturing facilities in Canada, three

hatcheries and has more than 4,600 employees. To learn more about Sofina Foods, please visit www.sofinafoods.com.

ABOUT THE SOFINA FOUNDATION

The Sofina Foundation is the charitable arm of Sofina Foods Inc. Established in 2007 with a focus on supporting causes related to children's issues, the Foundation has proudly partnered with various charities across Canada and the U.S. with an aim to positively impact the communities in which it operates. To date, the Sofina Foundation has raised more than \$3.2 million for children's causes and received its formal charitable status at the beginning of 2014.

ABOUT THE SUNSHINE FOUNDATION OF CANADA

Sunshine is a national Canadian charity impacting the lives of children living with severe physical disabilities or life-threatening illnesses by making their dreams come true. Sunshine's Dream Programs give the children they serve the opportunity to experience freedom from their daily regimens and challenges by having their dreams transformed into reality, impacting them with a sense of independence, confidence, and empowerment that will stay with them for the rest of their lives. Sunshine has two Dream Programs: Sunshine Dreams, which can range from family trips to meeting a hero to customized gifts, and Sunshine DreamLift which is a whirlwind 'day of yes' adventure to a Disney theme park for a large group of children. Since its inception in 1987, Sunshine has fulfilled more than 8,000 dreams for children across Canada and coordinated 61 Sunshine DreamLifts. For more information, visit www.sunshine.ca or follow us on Twitter: @SunshineFound.