

**MINERVA**

Press Release

Minerva Announces New Superintendent for the Investor Relations Department

Barretos, November 5, 2007 - Minerva S.A. (BOVESPA: BEEF3), one of the market leaders in Brazil in the production and sale of fresh beef, processed beef and beef byproducts, has announced that Mr. Ronald S. Aitken joins the Company today as Investor Relations Superintendent.

Mr. Ronald Aitken has an Economics degree and a masters degree in Management from the London School of Economics. He has more than 4 years experience in the investor relations area, having worked in leading consultancy firms and as Investor Relations Superintendent at VIVO. Earlier, he worked as a senior sell-side analyst for 7 years in leading international banks like Deutsche Bank, UBS and Robert Flemings, in London and New York.

The creation of the Investor Relations Superintendent office demonstrates Minerva's commitment to quality, transparency and agility in responding to market needs, in line with the best practices of corporate governance.

Investor Relations

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About Minerva S.A.

Minerva S.A. (BOVESPA: BEEF3) is one of the market leaders in Brazil in the production and sale of fresh beef, processed beef and beef byproducts, with daily slaughtering capacity of 5,000 head of cattle and daily processing capacity of 1,200 tons, or approximately 7,500 head of cattle. In 2006, the Company was among the three largest Brazilian exporters of beef, processed beef and beef byproducts based on gross export sales revenue, with export sales of R\$ 1 billion and export sales to approximately 600 customers in approximately 80 countries. In addition to beef products, Minerva also exports wet-blue hides and live cattle.

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.