

*THE JFC GROUP OF COMPANIES*  
**Jollibee 1<sup>st</sup> Quarter Profit Up by 25%**

**Metro Manila, Philippines, May 10, 2006 – Jollibee Foods Corporation (PSE: JFC)  
 – Financial Results for the quarter ended March 31, 2006.**

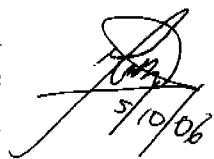
The following are the highlights of JFC's results of operations for the quarter ended March 31, 2006.

Financial Summary	Quarter 1		
	2006	2005	Change
System Wide Retail Sales	P 10.4 B	P 9.0 B	15.2%
Revenues	P 7.6 B	P 6.5 B	16.0%
Gross Profit	P 4.1 B	P 3.3 B	22.4%
Net Income before Tax	P 564.2 M	P 493.0 M	14.4%
Net Income after Tax – Attributable to Equity holders of the Parent	P 448.7 M	P 358.3 M	25.2%
Earnings per Common Share – Basic	P 0.4510	P 0.3626	24.0%
Earnings per Common Share – Diluted	P 0.4502	P 0.3630	24.0%

Jollibee Foods Corporation (JFC) posted a net income of Php 448.7 million representing an increase of 25.2% over the same quarter in 2005 from revenues of Php 7.6 billion which grew by 16.0% versus the same period last year. Its System Wide Sales, a measure of all sales to consumers both from company owned and franchised stores reached Php 10.4 billion for the quarter, an increase of 15.2% against last year.

JFC Chairman and Chief Executive Officer, Mr. Tony Tan Caktiong gave the following statement: "The food service industry in the Philippines grew only slightly in the first quarter of 2006 as consumers visited food service stores only at the same frequency as last year, which was a difficult year. Fortunately, we were able to grow our business by continuously improving our products and service, and this was made possible through the hard work of our people."

The System Wide Sales by business units grew as follows: Jollibee brand in the Philippines by 7.1%, Chowking by 8.5%, Greenwich with basically no growth, Delifrance by 9.9%, and Yonghe King in the People's Republic of China by 12.0%. Red Ribbon, which was acquired by Jollibee Foods Corporation in October 2005 accounted for 7.3% of the growth rate of System Wide Sales of the entire group in the first quarter of 2006 versus same period of last year.

  
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JFC's net income margin improved slightly from 5.5% of revenues in the first quarter of 2005 to 5.9% in the same period in 2006 as raw material cost increased only slightly with better Peso to US Dollar exchange rate and through cost improvement measures taken by the company. The improvement in gross profit margin was partly offset by the continuing increase in the cost of operations driven by higher cost of utilities and labor. Earnings per share of JFC stock grew by 24.0% from Php 0.36 in the first quarter of 2005 to Php 0.45 in the first quarter of 2006.

JFC Chief Finance Officer Mr. Ysmael V. Baysa disclosed that the company's annualized Return on Equity reached 17.9% in the first quarter of 2006, up from 16.8% in the same period last year as some of the company's businesses improved their profitability. He added that the company generated more cash from operations, from Php 167.7 million in the first quarter of 2005 to Php 481.6 million in 2006. Capital Expenditures, mainly for new stores likewise increased from Php 244.5 million in the first quarter of 2005 to Php 407.6 million in the same period in 2006. He also disclosed that even without the Red Ribbon profit contribution, JFC profit would have still grown by double digits in the first quarter of 2006 versus same period last year.

Jollibee Foods Corporation opened a total of 37 stores in January-March 2006 as follows: in the Philippines, Jollibee 13, Chowking 9, Greenwich 5, and Red Ribbon 6; overseas, Yonghe King in the People's Republic of China 3 and Chowking in Dubai 1.

The JFC Group operates the Philippines' largest restaurant network. As of March 31, 2006 it was operating a total of 1,287 stores: Jollibee 540, Chowking 334, Greenwich 238, Red Ribbon 139 and Delifrance 36. Outside of the Philippines, it was operating 161 stores: Jollibee 23 mainly in the United States, Chowking 17 mainly in the United States and Dubai, Red Ribbon 17 also in the United States and Yonghe King 104 in the People's Republic of China for a grand total of 1,448 stores worldwide.

Recently, Euro Money an international financial publication based in London, UK selected Jollibee Foods Corporation, based on a poll of investment analysts and researchers in Asia as the Best Consumer Goods Company in Asia in 2005 on the strength of its management, quality of earnings and growth potential.

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