

Madrid, 24 March 2004

NATIONAL SECURITIES MARKET COMMISSION (CNMV)
Paseo de la Castellana, 19
28046 Madrid

Subject: **Divestment in the tomato business by the subsidiary Empresas
lansa, S.A.**

Please find enclosed information on the divestment made by the Chilean company Empresas lansa, S.A., part-owned by Ebro Puleva S.A., on the terms notified by the former to the Chilean supervisory authority, as a significant event.

We are at your disposal should you require any clarification on the matter.

Yours faithfully,

Miguel Ángel Pérez Álvarez
Secretary of the Board

Santiago, 23 March 2004

Stock Exchange ref. no. 1550
SVS Registration No. 100

Mr. Alejandro Ferreiro Y .
Officer of
Superintendencia de Valores y Seguros (SVS)
Av. Libertador Bernardo O'Higgins N° 1449, piso 1
Presente

REF.: NOTIFICATION OF SIGNIFICANT EVENT

Dear Sir,

Duly authorised by the board of directors of this company, I write to inform you, as a significant event, that Empresas lansa S.A. and its subsidiary lansagro S.A. have today jointly signed a memorandum of understanding containing the agreement reached for the sale to the trade association formed by the Mexican company La Costeña and the Chilean enterprise C rpora, through C rpora Aconcagua S.A., of the production assets (Industrial Plants) and certain volumes of stocks related to the production and marketing of tomato pur e, aseptic diced tomato and fruit situated in Chile, marketed by the subsidiary lansafrut S.A.

The agreed price of the transaction is US\$ 35,582,000 (thirty-five million five hundred and eighty-two thousand United States dollars), of which US\$ 4,500,000 (four million five hundred thousand dollars) on the signing of the master agreement and the individual agreements that will permit the effective transfer of the assets and stocks contemplated in the transaction, and the remainder within a term ending 5 October 2007. The signing of these agreements shall, in turn, be confirmed no later than 20 May 2004, following a due diligence process along the lines normally conducted for this type of transactions.

The agreement also establishes that Empresas lansa S.A. and lansagro S.A. will abstain, for a period of five years following the signing of the aforesaid agreements, from participating directly or indirectly in the business of production and marketing of tomato pur e, aseptic diced tomato and fruit pulp, with the sole exception of the business currently operated in Peru through the subsidiary Icatom S.A.

The transaction will produce a positive cash flow of approximately US\$ 41,000,000, with a negative effect on the 2004 profits of approximately US\$ 4,700,000.

Please be advised that owing to the time that has elapsed since we informed you as a confidential event of the negotiations under way on this matter and the signing of the afore-mentioned memorandum of understanding, there is no reason at present to treat the information on this subject as confidential.

You are informed of the foregoing in pursuance of sections 9 and 10 of Act 18045 and the point 2.2.C.d) of General Rule No. 30 issued by the Superintendencia de Valores y Seguros (Chilean Securities Regulatory Authority)

Yours faithfully,

OSVALDO LAGOS C.
Group Administration
and Systems Director
Empresas Iansa S.A.

c.c: Santiago Stock Exchange
Chile Stock Exchange
Valparaíso Stock Exchange