

Sara Lee Corporation
3500 Lacey Road
Downers Grove, IL 60515

News

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Contact

Sara Matheu, Sara Lee, +1.630.598.8722
Lindsey Winkler, MWW Group, +1.201.964.2374



HILLSHIRE FARM® CALLS UPON AMERICANS TO VOTE FOR THEIR “MOST WANTED SANDWICH”

Hillshire Farm assembles top food and parenting bloggers – The “Fresh 15” – to create delicious sandwiches that will help moms prepare great tasting meals that get noticed

DOWNERS GROVE, Ill. (Jan. 14, 2011) – When it comes to preparing meals, *Hillshire Farm* is giving moms everywhere fresh ideas for creating great tasting sandwiches that will leave their families begging for more with the launch of its “Most Wanted Sandwich” competition. Serving up 15 unique sandwich recipes that highlight the innovative and endless ways moms across America are using *Hillshire Farm* lunchmeat to make a better everyday for their families, consumers can now sign on to www.gomeat.com and cast their vote for America’s “Most Wanted Sandwich” and also receive \$2 in *Hillshire Farm* coupons¹.

Hillshire Farm selected 15 highly influential bloggers, known as the *Hillshire Farm* “Fresh 15,” who share the same passion for serving their families quality products that are flavorful and allow her to add her own personal touches to the meals she makes. These top bloggers, who are also multi-tasking moms, were charged with creating a delicious sandwich – drawing upon the local flavors of their hometown for inspiration – incorporating premium quality and great tasting *Hillshire Farm* lunchmeat to create the ultimate sandwich that takes lunch from the ordinary to extraordinary.

¹ Limit two pairs of \$1 coupons per person, email address and/or household

“As kids are returning to school and moms look to liven up lunch, we’re excited to inspire her with these great recipes created by the *Hillshire Farm* ‘Fresh 15’ for the America’s ‘Most Wanted Sandwich’ competition,” said Tim Roush, vice president lunch and dinner, Sara Lee North American Retail. “These women share the same passion for serving their families high quality, fresh tasting lunchmeat that *Hillshire Farm* is known for, and have brought their creativity to mealtime with sandwiches that not only reflect the local flavors of their hometowns but that have been taste-tested and approved by their families. I look forward to seeing which sandwich America names ‘Most Wanted Sandwich’ because they’re all winners in my book.”

Visit www.gomeat.com to view all the “Most Wanted Sandwich” contenders, where upon casting a vote consumers will receive \$2 in *Hillshire Farm* coupons². Consumers can begin voting for their favorite sandwich recipe on January 14, 2011 and can continue voting once a day until the contest closes on March 20, 2011. The “Fresh 15” member whose recipe receives the winning title of “Most Wanted Sandwich” will receive a cash prize of \$5,000 and a \$5,000 donation made by *Hillshire Farm* to the charity of the winner’s choice.

The 15 sandwiches competing for the *Hillshire Farm* “Most Wanted Sandwich” title can all be found at www.gomeat.com:

- **“The Historic Virginia Stacker”** – HowtoHaveitAll.Net
Hillshire Farm Deli Select[®] Hearty Slices Virginia Baked Ham, Swiss cheese, mustard, mayonnaise, Worcestershire sauce
- **“The Italian Job”** – MarriedMySugarDaddy.com
Hillshire Farm Deli Select[®] Ultra Thin Lower Sodium Oven Roasted Turkey Breast, smoked Gouda, prosciutto, caramelized onions
- **“The Steel City”** – CraftyMamaof4.com
Hillshire Farm Deli Select[®] Ultra Thin Roast Beef, bacon, cheddar cheese, cole slaw, potato chips
- **“The Sunshine Pocket”** – TheDirtyTshirt.com
Hillshire Farm Deli Select[®] Ultra Thin Lower Sodium Oven Roasted Turkey Breast, spinach, mandarin oranges, vinaigrette dressing

² Limit two pairs of \$1 coupons per person, email address and/or household

- **“Sweet & Tangy Texas BBQ”** – SimplyBeingMommy.com
Hillshire Farm Deli Select[®] Hearty Slices Oven Roasted Turkey Breast, Texas Toast, honey BBQ Sauce, onion, pickles
- **“Texas Fiesta Roll Up”** – MyDFWMommy.com
Hillshire Farm Deli Select[®] Ultra Thin Lower Sodium Smoked Ham, cream cheese spread, tortilla chip shreds, diced tomato, Colby Jack cheese
- **“The Apple Champ”** – MomStart.com
Hillshire Farm Deli Select[®] Hearty Slices Honey Ham, apples, cheddar cheese, honey mustard
- **“Winter Wonderland”** – Ladyandtheblog.com
Hillshire Farm Deli Select[®] Ultra Thin Lower Sodium Oven Roasted Turkey Breast, cranberry sauce, apples, cream cheese
- **“BLT2”** – BeautyandBedlam.com
Hillshire Farm Deli Select[®] Mesquite Smoked Turkey Breast, bacon, roasted red pepper, tomato, cheddar cheese, Italian dressing
- **“The Northwest Tailgater”** – YourHomeBasedMom.com
Hillshire Farm Deli Select[®] Ultra Thin Roast Beef, pesto mayonnaise, honey dijon mustard, cheddar cheese, spinach, roasted red pepper
- **“The Rockin’ Mile High”** – ThisMamaCooks.com
Hillshire Farm Deli Select[®] Ultra Thin Roast Beef, goat cheese, fire sauce
- **“The Zesty Texan”** – FabFindFoodie.com
Hillshire Farm Deli Select[®] Ultra Thin Rotisserie Seasoned Chicken Breast, red onion, tomato, pepperjack cheese, avocado cream
- **“The Beehive”** – MomItForward.com
Hillshire Farm Deli Select[®] Ultra Thin Oven Roasted Turkey Breast, cranberry jalapeno chutney, apple, cheddar cheese, poppy seed dressing, walnuts
- **“Windy City Winter Warmer”** – ChefDruck.com
Hillshire Farm Deli Select[®] Ultra Thin Honey Ham, roasted butternut squash, blue cheese
- **“The Hoosier”** – 4tunate.net
Hillshire Farm Deli Select[®] Ultra Thin Oven Roasted Turkey Breast, bacon, cucumber, avocado ranch dressing

In addition to the unique regional flare in each sandwich, the “Fresh 15” sandwiches showcase the extensive line of premium quality *Hillshire Farm* lunchmeat including two new additions to its *Deli Select* Ultra Thin Lower Sodium offerings – *Hillshire Farm Deli Select* Ultra Thin Lower Sodium Honey Turkey and *Hillshire Farm Deli Select* Ultra Thin Lower Sodium Smoked Ham, both available nationally in February. *Hillshire Farm Deli Select* Ultra Thin Lower Sodium lunchmeat, currently available in Oven Roasted Turkey Breast and Honey Ham, contains 25 percent less sodium than USDA data for turkey and ham and features the American Heart Association’s heart-check mark.

About Hillshire Farm

Hillshire Farm has been providing quality meat products since 1934. Our products are versatile, easy to use and are available in convenient stay-fresh packaging in a variety of cuts, sizes and flavors. The *Hillshire Farm* portfolio of quality meats includes: *Hillshire Farm Deli Select* lunchmeats. Visit www.gomeat.com for additional information.

About Sara Lee Corporation

Each and every day, Sara Lee (NYSE: SLE) delights millions of consumers and customers around the world. The company has one of the world’s best-loved and leading portfolios with its innovative and trusted food and beverage brands, including *Ball Park*, *Douwe Egberts*, *Hillshire Farm*, *Jimmy Dean*, *Sara Lee* and *Senseo*. Collectively, our brands generate nearly \$11 billion in annual net sales. Sara Lee has approximately 33,000 employees in its continuing operations worldwide. Please visit www.saralee.com for the latest news and in-depth information about Sara Lee and its brands.

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