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KIWI® “KICKS UP ITS HEELS” WITH CHERYL BURKE AS THE FACE OF ITS SPRING 2010 CAMPAIGN

World’s premiere shoe care brand partners with television dance celebrity to cultivate everyday confidence.

EXTON, PA (November 25, 2009) — KIWI® Shoe Care, part of the Sara Lee Corporation, (NYSE: SLE), today announced a multi-platform partnership with professional dancer and two-time Champion of *Dancing with the Stars*, Cheryl Burke. In support of this partnership, KIWI will execute a broad marketing program throughout spring 2010, focused upon cultivating confidence within everyday life. Fully supported by consistent in-store and point-of-purchase promotions, featuring Ms. Burke, in partnership with food, drug, mass and military retail customers, the KIWI campaign will remind consumers that they can increase their everyday confidence in small and swift ways – such as shining one’s shoes.

“Our partnership with Cheryl Burke marks a return to the KIWI tradition of reaching consumers through innovative marketing initiatives,” said Martin Lind, President of Household & Beverage for Sara Lee Corporation. “From the dance floor to daily life, Ms. Burke radiates a certain poise and self-assurance that is not only admirable but integral to her ongoing success. As an iconic brand committed to helping our consumers to put their best foot forward, KIWI recognizes – and strives to meet – consumers’ desire to feel such confidence in their everyday lives. Cheryl Burke is the face of that confidence and we are proud to embark upon this terrific partnership with her.”

Ms. Burke is equally eager to engage in this partnership with KIWI Shoe Care saying, “The opportunity to represent the best-known shoe care brand in the world is both exciting and energizing. The KIWI campaign focused upon creating confidence truly resonated with me since attitude is such an important part of every performance and of every success. I look forward to working with KIWI Shoe Care and I know that there is much we will accomplish together.”

Set to launch in 2010, Ms. Burke will not only appear within KIWI national marketing materials but also, will make certain, limited appearances on behalf of the brand. For additional information regarding this campaign and/or to learn more about the KIWI line of shoe care products, please visit Kiwicare.com.

About Kiwi

Since 1906, KIWI has viewed shoes as a key part of personal grooming and its products as an important part of projecting a certain image to the world. This belief remains true today as KIWI is now sold and marketed in almost 200 countries worldwide. As an integral brand within Sara Lee Corporation's Household & Beverage Division since 1984, KIWI remains the world's number one shoe care brand offering Show Polish, Cleaners, Insoles and Shoe Laces. For more information on KIWI, visit **www.kiwicare.com**.

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, beverage, household and body care brands, including *Ambi Pur*, *Ball Park*, *Douwe Egberts*, *Hillshire Farm*, *Jimmy Dean*, *Kiwi*, *Sanex*, *Sara Lee*, *Senseo* and *Bimbo*. Collectively, these brands generate approximately \$13 billion in annual net sales covering nearly 200 countries. The Sara Lee community consists of 41,000 employees worldwide. Please visit www.saralee.com for the latest news and in-depth information about Sara Lee and its brands.

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