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News

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GRADUATE TO QUALITY LUNCHMEATS WITH BACK-TO-SCHOOL SANDWICH IDEAS INSPIRED BY THE CHARACTERS OF DISNEY'S "HIGH SCHOOL MUSICAL 3: SENIOR YEAR"

Hillshire Farm offers an A+ variety of new quality lunchmeat flavors and three new recipes inspired by characters from the Walt Disney Pictures movie "High School Musical 3: Senior Year"

DOWNERS GROVE, Ill. (Sept. 16, 2008) – The best ingredients for back-to-school: backpack, pencils, notebooks and a delicious, hearty lunch. Protein-packed sandwich solutions using popular lunchmeat flavors, such as chicken, turkey and ham, are a tasty way to provide kids with a balanced lunch that will fuel them through the afternoon and to the final bell. Sara Lee North America Retail brand, *Hillshire Farm*, puts flavor and quality at the head of the class with the launch of new lunchmeat flavors from the brand's popular *Hillshire Farm Deli Select*[®] Premium Hearty Slices and *Hillshire Farm Deli Select Ultra Thin*[®] product lines as well as the launch of new sandwich recipes featuring premium *Hillshire Farm* lunchmeat inspired by four of the most popular characters from Disney's "High School Musical 3: Senior Year."

Hillshire Farm is pleased to celebrate the release of Walt Disney Pictures' "High School Musical 3: Senior Year" with sandwich recipes inspired by movie characters Troy Bolton, Gabriella Montez, Ryan Evans and Taylor McKessie from Disney's "High School Musical 3: Senior Year." Sure to jazz up any school day, the recipes for "Troy's Smokin' Turkey Sandwich," "Gabriella's A+ Chicken Sandwich," "Ryan's Hamming Up the Big Screen Sandwich" and "Taylor's Big Time Turkey Sandwich" are available to download now at www.gomeat.com.

In addition to sampling tasty character-inspired recipes, Disney's "High School Musical 3: Senior Year" fans can also enter to instantly win a pair of tickets to see Disney's "High School Musical 3: Senior Year," in theaters Oct. 24, 2008. Fifteen thousand movie tickets and 250 packages of *Hillshire Farm Deli Select* lunchmeat will be awarded. Everyone who enters to win will receive a free locker poster download. Visit www.gomeat.com to view the official rules and play the instant win game from *Hillshire Farm*.

"To set the tone for a successful year and to get kids back into the rhythm of school, *Hillshire Farm* is delighted to celebrate the wildly anticipated release of 'High School Musical 3: Senior Year' movie," said Tim Roush, vice president, *Hillshire Farm*. "We hope the character-inspired recipes will provide moms with fun sandwich recipe ideas that will excite her kids while making lunch enjoyable, and at the same time, give her the peace-of-mind that she is making a meal with the highest quality ingredients. This way, kids are not only eating *well*, they're graduating to a higher quality lunchmeat."

Hillshire Farm lunchmeats come in dozens of varieties:

- *Deli Select Ultra Thin*: **NEW** Hickory Smoked Chicken Breast, **NEW** Cracked Black Pepper Turkey Breast, Oven Roasted Turkey Breast, Pastrami with up to 15% curing and flavoring solution, Mesquite Smoked Turkey Breast, Smoked Ham water added and Rotisserie Seasoned Chicken Breast.
- *Deli Select Premium Hearty Slices*: **NEW** Hardwood Smoked Turkey Breast and **NEW** Oven Roasted Chicken Breast.

Hillshire Farm products can be purchased in the lunchmeat aisle at grocery stores nationwide.

Visit www.gomeat.com for more information on everything *Hillshire Farm*, including ingredient information, recipes, product information and promotion details.

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 <http://www.gomeat.com> for additional information.

About the Movie

Disney's "High School Musical" phenomenon leaps onto the big screen in HIGH SCHOOL MUSICAL 3: SENIOR YEAR, in which America's favorite high school students (ZAC EFRON, VANESSA HUDGENS, ASHLEY TISDALE, LUCAS GRABEEL, CORBIN BLEU and MONIQUE COLEMAN) hit senior year. Amidst a basketball championship, prom and a big spring musical featuring all of the Wildcats, Troy and Gabriella vow to make every moment last as their lifelong college dreams put the future of their relationship in question. A crew of sophomore Wildcats (MATT PROKOP, JUSTIN MARTIN, JEMMA MCKENZIE-BROWN) joins in the fun as the film's incredible new music and exciting dance numbers take maximum advantage of the big screen. Directed by Kenny Ortega from a screenplay written by Peter Barsocchini, the film opens in theaters Oct. 24.

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*, and *Senseo*. Collectively, these brands generate more than \$13 billion in annual net sales covering approximately 200 countries. The Sara Lee community consists of 44,000 employees worldwide. Please visit www.saralee.com for the latest news and in-depth information about Sara Lee and its brands.