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# News



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## **PLAY BALL! BALL PARK HELPS BASEBALL FANS CELEBRATE OPENING DAY OF BASEBALL SEASON**

*Ball Park Continues to Give Baseball Fans a Reason to Cheer on their Stadium Favorites*

DOWNERS GROVE, Ill. (April 2, 2009) – Baseball fans’ love for the game can only be rivaled by their love of their favorite stadium food – hot dogs! In a recent survey by the National Hot Dog & Sausage Council, sixty-three percent of baseball fans cited hot dogs as the one ballpark food they could not live without. Already the official hot dog of Wrigley Field and Comerica Park, Ball Park® brand ([www.ballparkfranks.com](http://www.ballparkfranks.com)), a division of Sara Lee North America Retail, is revving up for another season of baseball with two new additions to their popular Angus Beef Franks product line.

“For over 100 years, baseball fans have been marking the unofficial countdown to summer with a trip to the ballpark and a mouth-watering hot dog,” said Chuck Hemmingway, director of marketing for Ball Park Franks, Sara Lee North America Retail. “With the beginning of baseball season in the air, the launch of these two exciting products comes at the perfect time, ensuring a homerun with hungry fans from Wrigley Field to Yankee Stadium to Dodger Stadium.”

*Ball Park Bun Size Angus Beef Franks* add big flavor to any ball game. Known for its quality, angus beef has always been a preferred choice when it comes to grilling. Now fans can enjoy that great angus flavor in a bun size hot dog. From little league to the big leagues, Bun Size Angus Beef Franks will be a great addition to baseball games and home grill-outs everywhere.

For the fan opting for better-for-you choices, *Ball Park* is now offering the popular Angus Beef Frank with 33 percent less fat. Accommodating people who may be seeking a premium, lower-fat alternative, the Lower Fat-Full Taste Angus Beef Franks are packed with flavor and easier on the waistline.

*Ball Park* Bun Size Angus Beef Franks and *Ball Park* Lower Fat – Full Taste Angus Beef Franks can be purchased in the packaged deli meats section at grocery stores across the country for \$4.83 per package. Each package contains eight quality Angus Beef Franks.

For more information on the new *Ball Park* Bun Size Angus Beef Franks and Lower Fat – Full Taste Angus Beef Franks, visit [www.BallParkFranks.com](http://www.BallParkFranks.com).

### **About *Ball Park***

The *Ball Park* brand was launched in 1957 in response to a request from the owner of the Detroit Tigers baseball team. The *Ball Park* Frank was such a success, it was expanded nationally. Today, *Ball Park* products can be found in supermarkets, convenience stores and a variety of baseball parks – including Detroit’s Comerica Park. For more information, visit [www.ballparkfranks.com](http://www.ballparkfranks.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* 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](http://www.saralee.com) for the latest news and in-depth information about Sara Lee and its brands.

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