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News

Release Date **FOR IMMEDIATE RELEASE**

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DESSERTS ON DEMAND: NEW SARA LEE BITES SATISFY SWEET SNACK ATTACKS

Sara Lee launches mini version of consumer favorite

DOWNERS GROVE, Ill. (Feb. 26, 2008) – In an effort to help busy consumers have their cake and eat it too, Sara Lee® is launching bite-sized versions with premium, full-sized taste. Now, three flavors of the legendary *Sara Lee* cheesecake are ready-to-indulge straight out of the freezer. New *Sara Lee* Cheesecake Bites™—in original, chocolate and strawberry varieties—just hit grocery stores with the same high-quality ingredients as the company’s full-sized counterparts that have made *Sara Lee* the No. 1 brand in the frozen dessert categoryⁱ.

Checkout counters across the country show that Americans have a craving for sweet treats. Ready-to-eat sweets reached \$16.6 billion in sales from September 2006 to September 2007 fueled by consumers’ desire for built-in portion control so they can enjoy the foods they love.

With restaurants adding smaller, richer, more decadent dessert options to their menu, *Sara Lee Bites* is bringing the trend to homes with more satisfying sweet snacks that are ideal for grabbing a handful of pieces for a quick, indulgent treat.

“Because full-flavor doesn’t have to equal full-size, *Sara Lee Bites* can satisfy a craving whenever it strikes,” said Carl Gerlach, marketing director, *Sara Lee* new products. “*Sara Lee Bites* will give families a contemporary grab-and-go version of the desserts that have made *Sara Lee* synonymous with sweets.”

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Sara Lee Cheesecake Bites

- Available in three varieties: *Sara Lee Bites* Original Cheesecake, *Sara Lee Bites* Chocolate Cheesecake and *Sara Lee Bites* Strawberry Cheesecake
- 40 bite-sized pieces per container
- Just 20 calories per Bite
- Average suggested retail price is \$3.69

About Sara Lee

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 \$12 billion in annual net sales covering approximately 200 countries. The Sara Lee community consists of 52,000 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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ⁱ Information Resources Inc. 52-week data ending July 1, 2007