

Sara Lee Corporation
3500 Lacey Road
Downers Grove, IL 60515

News

FOR IMMEDIATE RELEASE

Contact Sara Matheu, Sara Lee Corporation, +1.630.598.8722
Nicole Albano, MWW Group, +1.646.215.6891



HILLSHIRE FARM® ELEVATES BROWN BAGGING TO A WHOLE NEW LEVEL WHILE SERVING UP VALUE AND CONVENIENCE FOR LUNCH

Just in Time for Back-to-School, Hillshire Farm Performs a Makeover on Lunch with the Introduction of the Stylish Red Bag and Family Size Lunchmeat Tubs – An Entire Pound of Premium Quality Deli-Style Lunchmeat

DOWNERS GROVE, Ill. (August 13, 2009) – It’s no secret that mom is often a jack of all trades, leaving her overworked and with no time to spend with the family. As summer comes to a close and kids go back to school, moms everywhere will rejoice in the introduction of *Hillshire Farm Family Size Lunchmeat Tubs*, part of the *Hillshire Farm Deli Select®* line featuring Ultra Thin™ and Hearty Slices lunchmeat. Additionally, *Hillshire Farm* is excited to help Moms elevate the everyday brown bagging experience for themselves and their families. This Back to School season, “Red is the new brown (bag)” with the debut of the *Hillshire Farm Red Bag* – a reusable and insulated lunch tote that will become synonymous with the fresh taste and high quality of their lunchmeats.

With the launch of *Hillshire Farm Family Size Lunchmeat Tubs*, mom can continue to be superwoman and also become a super saver. Rather than dispensing cash for the cafeteria, mom can save up to \$2,000 dollars a year by bagging her kid’s lunches, according to a study by leading market research company NPD Group. *Hillshire Farm* lunchmeats are made without by-products or artificial flavors and their resealable container with an inner pouch ensures longer lasting fresh taste so mom can feel proud that she is truly elevating her family’s lunch.

“With brown bagging on the rise, *Hillshire Farm* is pleased to be able to offer our customers quality products that provide a great value in these harsh economic times,” said Tim Roush, vice president, lunch and dinner brands for *Hillshire Farm*. “We are thrilled to launch the Red Bag program symbolizing that *Hillshire Farm* and fresh taste and quality are one and the same; now we have the bag to prove it. We also understand the demands that mom is under, so being able to make her life easier, and now a little more economical, is a requirement that is always at the top of our list.”

Now available in supermarkets nationwide, *Hillshire Farm* Family Size Lunchmeat Tubs come in the following varieties:

- Ultra Thin™ Oven Roasted Turkey Breast
- Ultra Thin™ Honey Ham
- Ultra Thin™ Smoked Ham
- Ultra Thin™ Brown Sugar Baked Ham
- Hearty Slices Oven Roasted Turkey Breast

1-lb Family Size tubs offer twice as much quality lunchmeat – that’s eight deliciously fresh sandwiches per tub. As an added bonus, the containers are not only resealable to maintain freshness of the lunchmeat, but they can also be re-used and recycled. Available at retail nationwide starting August 3, the reusable, insulated Red Bags are free with the purchase of any three packages of *Hillshire Farm* lunchmeat (8oz or larger). Visit www.RedBagLunch.com for more information on the *Hillshire Farm* Red Bag, or www.gomeat.com for recipes and product information.

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 include *Hillshire Farm* sausage products, such as *Hillshire Farm* Smoked Sausage, *Hillshire Farm* Link Sausage and *Hillshire Farm* Lit’l Smokies® cocktail links. 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, 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.

###