

Sara Lee Corporation
3500 Lacey Road
Downers Grove, IL 60515



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Contact Sara Matheu, Sara Lee, +1.630.598.8722
Robyn Schweitzer, MWW Group, +1.212.827.3761

FALL INTO THE SEASON AND BEAT THE CHILL OF AUTUMN WITH TWO NEW BLENDS FROM SENSEO® GOURMET COFFEE

SENSEO Brand Launches Two New Coffee Blends: 10% Kona Blend and Breakfast Blend

DOWNERS GROVE, Ill. (Sept. 22, 2009) – Just in time for the first day of Fall, Sara Lee North American Retail today announced the exciting new release of 10% Kona Blend and Breakfast Blends for its *SENSEO* Gourmet Coffee brand. With at-home coffee brewing on the rise, up 21% since the recession began according to a survey done by the Association of Home Appliance Manufacturers (AHAM)¹, the launch comes at a time when consumers are looking for a beverage to help them beat the chill of the new season. Both inspiring brews produce a rich aroma, making them the perfect first step to a wonderful day.

SENSEO 10% Kona Coffee Blend starts with Kona beans specially grown in Hawaii's Kona Belt. Hawaii's signature trade winds and rich volcanic soil create ideal conditions for an island brew both balanced in acidity and accented with notes of fruit and chocolate. Coupled with a bold aroma and smooth taste, this luxurious blend satisfies all the senses. *SENSEO* Breakfast Blend is an inspiring new brew with a rich aroma that provides the perfect first step to a wonderful day. Each single-serve gourmet coffee pod is pre-measured to conveniently brew an everyday indulgent treat at the touch of a button.

“We are thrilled to bring these two new blends to the market and offer our consumers the taste and superior quality of coffeehouse beverages without the expense,” said John Risley, Director, Marketing, *SENSEO*. “During a time when consumers are looking to cut back on costly indulgences, the new Kona Blend and Breakfast Blend allow them to brew a rich, delicious cup of coffee in the comfort of their own home.”

¹ <http://www.aham.org/ht/a/GetDocumentAction/i/42657>

SENSEO, a leader in the single-serve coffee segment, uses pre-measured pods to conveniently brew a delicious cup of gourmet coffee in under a minute, without the mess and hassle of handling coffee grounds. The two new blends offer the same convenience and superior taste that *SENSEO* coffee fans have come to admire in the Single Serve Coffee Pod system. Perfect for an everyday indulgence, the new blends offer consumers the luxury of a delicious gourmet coffee experience at the press of a button.

Sold in packages of 16 pods for 10 % Kona Blend and 18 pods for Breakfast Blend, both coffee blends will range in price from \$4.99 to \$5.49 per package. *SENSEO* gourmet coffee is now available in 15 brand varieties, including the two new delicious blends, and can be purchased at supermarkets and mass market retailers nationwide and online at www.senseostore.com and www.amazon.com.

About Senseo

The SENSEO® coffee pod system is the result of a dynamic partnership between electronics experts Philips and coffee roasters Douwe Egberts, both world-renowned companies originally from the Netherlands. Working in tandem, the two innovators developed every aspect of the SENSEO® coffee pod system—from its patented brewing process to its one-of-a-kind coffee pods. The end result is a single serving of fresh gourmet coffee at the touch of a button. Please visit www.senseo.com for more 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.