

Sara Lee Corporation
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News

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SARA LEE CORPORATION TO WEBCAST “MEET THE MANAGEMENT” ANALYST MEETING

DOWNERS GROVE, Ill., (Sept. 9, 2009) – Sara Lee Corp. (NYSE: SLE) today announced that its “Meet the Management” analyst day will be broadcast live via the Internet beginning at 7:30 a.m. CDT on Wednesday, Sept. 16, 2009. The webcast, which can be accessed at www.saralee.com, is anticipated to conclude by 11 a.m. CDT.

The meeting will feature presentations from members of Sara Lee’s management team, who will review fiscal 2009 and discuss future growth strategies and initiatives.

For people who are unable to listen to the webcast live, the replay will be available at 7 p.m. CDT on Sept. 16, 2009 in the Investor Relations section of the Sara Lee corporate Web site (www.saralee.com) through the close of business on March 16, 2010.

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.

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