

Sara Lee Corporation
3500 Lacey Road
Downers Grove, IL 60515

News

Release Date **FOR IMMEDIATE RELEASE**



Contact Ashley La Croix, Sara Lee Corporation, +1.630.598.8732
Lindsey Winkler, MWW Group, +1.201.964.2374

JIMMY DEAN WELCOMES TWO NEW FAVORITE PRODUCTS TO THE “BETTER-FOR-YOU” D-LIGHTS BREAKFAST FAMILY

Jimmy Dean brings customers a brighter breakfast with the new addition of D-lights Breakfast Bowls and D-lights Croissant Sandwiches just in time for October National Sausage Month

DOWNERS GROVE, Ill. (Oct. 23, 2008) – Jimmy Dean® (www.jimmydean.com), America’s favorite traditional breakfast, announced today the introduction of two new varieties to its D-lights™ line of better-for-you products, *Jimmy Dean D-lights* Turkey Sausage Breakfast Bowls and *Jimmy Dean D-lights* Turkey Sausage Croissant Sandwiches. Consumers who are looking for a light and high-protein breakfast that will keep them energized throughout the day will enjoy the new Breakfast Bowls and Croissant Sandwiches.

Trend data indicates consumers are eating out less and consuming more of their meals at home, including breakfast. A statistic from *USA Today* said...About 45% of Americans are eating out less this year to save money, a nearly 12% increase from 2007, according to BIGResearch, a Worthington, Ohio-based firm that does consumer research (http://www.usatoday.com/money/economy/2008-09-20-eating-in_N.htmCatering). Catering to peoples’ fast moving mornings, in addition to their growing desire for healthier breakfast choices at home, the new *Jimmy Dean D-lights* Turkey Sausage Breakfast Bowls and Turkey Sausage Croissant Sandwiches offer consumers a traditional and hearty breakfast in minutes.

The new *Jimmy Dean D-lights* products have one-third fewer calories and half the fat of the leading breakfast bowl and breakfast sandwich, providing breakfast lovers with a warm, sensible breakfast option.

Each package of *Jimmy Dean D-lights* contain the highest quality ingredients:

Jimmy Dean D-lights Turkey Sausage Breakfast Bowls

- One bowl per package
- Ingredients: Scrambled Egg Whites, Potatoes, Turkey Sausage Crumbles, and Reduced Fat Cheese

Jimmy Dean D-lights Turkey Sausage Croissant Breakfast Sandwiches

- Four sandwiches per package
- Ingredients: Turkey Sausage, Egg Whites, and Cheese on a Reduced Fat Croissant

“We understand the important role that breakfast plays in our consumers’ changing lifestyles and we are continually looking to offer them a variety of great breakfasts that are convenient and made with the highest quality ingredients that they deserve,” said Andy Callahan, vice president of breakfast and snacking for Sara Lee North American Retail. “The introduction of *Jimmy Dean D-lights* were such a hit last year, we wanted to offer breakfast lovers even more ways to enjoy a warm, convenient better-for-you breakfast, therefore we have added two products, the *D-lights* Turkey Sausage Breakfast Bowls and Turkey Sausage Croissant Sandwiches.”

Beginning this fall *Jimmy Dean D-lights* Turkey Sausage Breakfast Bowls and Turkey Sausage Croissant Sandwiches can be purchased in the frozen breakfast section at grocery stores across the country. The suggested retail price for the *D-lights* Turkey Sausage Breakfast Bowls is \$2.99; the *D-lights* Croissant Sandwiches is \$6.99.

About Jimmy Dean

Jimmy Dean is America’s number one breakfast sausage. Since 1969, the brand has ensured quality in every plate of *Jimmy Dean* goodness that families can sit down to enjoy. *Jimmy Dean* offers a full line of breakfast sausage, bacon and sandwiches gives families that delicious, home-cooked flavor.

Jimmy Dean Fresh Roll Breakfast Sausage, Fresh Links & Patties, Fresh Bacon, Fully Cooked Sausage Links & Patties, Omelets, Skillets, Sandwiches, Breakfast Bowls, Heat 'N Serve Sausage Links & Patties and Pancakes & Sausage on a Stick boast full flavors and top quality ingredients guaranteed to make any meal the best.

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 for the latest news and in-depth information about Sara Lee and its brands.

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