

**Sara Lee Corporation**  
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# News

Release Date **FOR IMMEDIATE RELEASE**



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## **SARA LEE CORPORATION CONVEYS CONFIDENCE IN STRATEGY AND ABILITY TO EXECUTE AT MEET THE MANAGEMENT ANALYST DAY**

DOWNERS GROVE, Ill. (Sept. 16, 2009) – Sara Lee Corp. (NYSE: SLE) held its 2009 “Meet the Management” analyst meeting today in New York. Chairman and chief executive officer Brenda C. Barnes and representatives from the company’s senior management team provided an overview of fiscal 2009 business results, long-term strategies and growth opportunities. The company discussed the strengths and areas of focus of both its North American and International businesses. In addition, the company reviewed its marketing approach to growing future sales and profitability across each of its businesses.

Ms. Barnes noted that the company’s board of directors intends to maintain the current quarterly dividend of \$.11 for the next four quarters. In addition, she discussed how the company’s long-term growth will be driven by the following key strategies -- focus resources in core categories and geographies, expand in high growth developing markets, exit non-core businesses, reduce costs, improve efficiency and simplify, create a high-performance culture and use mergers and acquisitions as a tool.

Other presenters included Mark Garvey, senior vice president, finance and interim chief financial officer, CJ Fraleigh, executive vice president and chief executive officer, North American Retail and Foodservice, Philippe Schaillee, senior vice president and chief marketing officer, Frank van Oers, executive vice president, International Beverage and Bakery and James Nolan, executive vice president and chief executive officer, Fresh Bakery.

A webcast replay of today’s meeting 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](http://www.saralee.com)) through the close of business on March 16, 2009.

**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 approximately \$13 billion in annual net sales covering close to 200 countries. The Sara Lee community consists of 41,000 employees worldwide. Please visit [www.saralee.com](http://www.saralee.com) for the latest news and in-depth information about Sara Lee and its brands.

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