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News



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JIMMY DEAN ADDS SOME FLAVOR TO ITS ALL-STAR MORNING LINEUP WITH HAM BREAKFAST BOWLS, SMOKED SAUSAGE SKILLETS AND PANCAKE & SAUSAGE MINIS

DOWNERS GROVE, Ill. (April 23, 2008) – *Jimmy Dean*® (www.jimmydean.com), America's favorite traditional breakfast, today announced the launch of three new flavors to its breakfast menu – *Jimmy Dean* Ham Breakfast Bowls, *Jimmy Dean* Smoked Sausage Skillets and *Jimmy Dean* Pancake & Sausage Minis. Breakfast Bowls and Breakfast Skillets have become two of the brand's best-selling product lines, offering a convenient hot breakfast solution for the whole family to enjoy.

Jimmy Dean Breakfast Bowls come individually wrapped and microwave-ready for a quick, warm breakfast ready in two to three minutes. The new Ham Breakfast Bowls are made with high quality ingredients, including ham, scrambled eggs, potatoes and mild cheddar cheese – a perfect breakfast to kick-start the day.

Simply requiring a skillet and eggs, *Jimmy Dean* Skillets are designed to go from skillet to plate in just 10 minutes. Smoked Sausage Breakfast Skillets are made with delicious ingredients, such as smoked sausage, potatoes, onions, and red and green bell peppers, making the perfect weekend breakfast convenient for any day of the week.

Combining two breakfast favorites, new Pancakes & Sausage Minis provide the great taste of *Jimmy Dean* Sausage consumers have come to love, wrapped inside a sweet pancake covering for a quick and delicious breakfast or snack anytime of the day.

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Jimmy Dean adds some flavor to its all-star morning lineup with Ham Breakfast Bowls and Smoked Sausage Skillets

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“Providing breakfast lovers convenient, great tasting foods has always been priority with *Jimmy Dean*,” said Philippe Schaillee, vice president of breakfast and snacking for *Sara Lee* North America Retail. “We take the extra step by continuously ensuring our customers enjoy the fullest variety of flavors the morning has to offer. The introduction of Ham Breakfast Bowls, Smoked Sausage Breakfast Skillets and Pancake & Sausage Minis to the brand is just another reason why *Jimmy Dean* continues to be America’s favorite choice for breakfast.”

Jimmy Dean Ham Breakfast Bowls, Smoked Sausage Breakfast Skillets and Pancake and Sausage Minis are now available in the frozen breakfast section at grocery stores throughout the country.

About *Jimmy Dean*

Jimmy Dean is America’s favorite traditional breakfast. Since 1969, the brand has ensured quality in every plate so that families can sit down to enjoy *the* full line of *Jimmy Dean* breakfast sausage, bacon and sandwiches that give families that delicious, home-cooked flavor.

Jimmy Dean fresh pork sausage rolls, links, patties, omelets, skillets and sandwiches boast full flavor and top quality ingredients guaranteed to make any meal the best.

About Sara Lee

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 \$12 billion in annual net sales covering approximately 200 countries. The Sara Lee community consists of 52,000 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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