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SARA LEE ANNOUNCES WINNER OF GLOBAL VOLUNTEER PROGRAM

DOWNERS GROVE, Ill. (March 25, 2010) — Sara Lee Corp. today announced the winners of its 11th annual global employee volunteer recognition program, Promoting People’s Performance (PPP). Sara Lee’s PPP program began in 1998 to encourage employees to dedicate their knowledge, skills and time to their local communities. The program’s top award, the John H. Bryan Award, this year recognized the Sara Lee team in Manila, Philippines for its project “Bridging the Gap to Self-Sufficiency...the Passion Lives On.”

The Sara Lee Philippines team consisted of 234 volunteers who helped local low-income farmers become more self-sufficient by providing them with rented land and seeds to sow their own crops instead of working for meager wages. The Sara Lee team also offered this group medical care and activities for children, held clean-up drives and reconstructed a roof and water tank. In addition, the team also provided relief to 450 families who were victims of typhoon Ketsana in Sept. 2009.

“We are honored to be recognized for our commitment to helping those in need in our local community. The Sara Lee Philippines team is passionate about this ongoing project and we look forward to continuing our volunteer efforts in the years to come,” said Ralph Funtila, human resources director, Sara Lee Philippines.

Each year, Sara Lee volunteer groups from around the world apply to receive recognition awards which provide funds for their programs. A jury board made up of Sara Lee executives closely looks at each application and selects the winners based on the merit of their corporate citizenship.

This year’s program marked a dramatic increase in company participation, with 41 projects submitted (an increase of 46% over the previous year), representing more than 2,400 volunteers on five continents. Projects ranged from assisting with educational needs in rural China, to ongoing support of local Ronald McDonald Houses in Tenn. and Ill., to feeding malnourished families in Zimbabwe, to name just a few.

“The PPP volunteer program is a great example of Sara Lee’s commitment to the local communities where we operate. It has been heart-warming this year to see the total participation grow, and in so many diverse ways,” said jury chairman CJ Fraleigh, chief executive officer, Sara Lee North American Retail and Foodservice. “The commitment of time and hard work speaks volumes about the caring people who make up this company.”

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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