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News



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STATE FAIR® BRAND CORN DOGS BRING BACK THE AMERICAN DREAM IN “WIN A \$500,000 DREAM HOME” GAME

America’s number one corn dog announces national Dream Home promotion during tough economic times for many*

DOWNERS GROVE, Ill. (March 22, 2010) – *State Fair* Brand, part of the Sara Lee Corporation (NYSE: SLE) and maker of America’s favorite corn dog, launched its national promotion, “Win a \$500,000 Dream Home,” granting consumers the opportunity to win \$500,000 toward a dream home.

“*State Fair* Brand is #1 in the corn dog category* with a family-friendly platform,” said Christina Saikus, assistant brand manager with *State Fair*. “It’s important for us to engage and connect with our consumers on a personal level and providing this opportunity to win a dream home is a perfect way to connect and engage.”

The promotion aims to give away \$500,000 toward a Dream Home in addition to home furnishings, kitchen and outdoor appliances and free corn dogs through the *State Fair* branded promotional microsite, www.statefairdreamhome.com. To play, participants must look for game codes in specially marked packages and enter online to try and win instant prizes or collect rooms to build a dream house for the grand prize of \$500,000. The promotion runs nationwide through November 21, 2010.

“The *State Fair* Brand is all about “bringing home the fun,” and we believe this promotion will have strong appeal given the economic challenges facing many of today’s average families,” said Saikus.

To learn how to enter or for a full list of rules and regulations, visit www.statefairdreamhome.com, or for more great ideas on how to bring home the fun, visit www.statefairbrand.com.

The execution of the promotion is being handled by Launch Creative Marketing.

**Source: Total corn dog category dollar share and dollar sales IRI Total U.S. - FDMx 52 weeks ending March 7, 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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