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## **SARA LEE INTRODUCES NEW SARA LEE® SOFT & SMOOTH® PLUS MADE WITH DHA OMEGA-3 BREAD**

*First Nationally Distributed Bread of Its Kind Provides New Way to Incorporate DHA-Omega 3 into Children's Diets*

DOWNERS GROVE, Ill. (Feb. 15, 2010) – Sara Lee North American Fresh Bakery today announced the expansion of its successful *Soft & Smooth* bread line with the introduction of its new

Sara Lee® *Soft & Smooth* Plus breads Made with DHA Omega-3. Based on a growing body of scientific evidence, docosahexaenoic acid (DHA) Omega -3 helps to support healthy brain development<sup>i</sup>.

*Sara Lee Soft & Smooth* Plus breads provide moms with a nutritious and simple means to ensure their children continue to receive the benefits of DHA Omega-3, together with other sources of DHA in their the diet, beyond infant formula and jarred baby food.

“While moms recognize that DHA Omega-3 is important to their child’s diet, it can be difficult to incorporate, especially with picky eaters who turn their nose at one of the most common sources - fish,” said Dr. Alanna Levine, Fellow of the American Academy of Pediatrics and parenting-expert. “If parents can add small portions of DHA into their child’s diet from a variety of sources – especially in something as palatable as a mild, soft-textured bread – it’s easy for their child to get the daily nutrition they need.”

Available in 100% Whole Wheat and Made with Whole Grain White, *Sara Lee Soft & Smooth* Plus Made with DHA Omega-3 breads are the first nationally distributed breads of its kind in the United States. The new breads provide moms an option for their little ones that contains a portion of their daily recommended whole grain intake along with the mild taste and soft texture inherent in the *Sara Lee Soft & Smooth* line, now with DHA Omega-3. *life'sDHA*™, the algae-based ingredient that provides *Sara Lee Soft & Smooth* Plus bread with DHA Omega-3 nutrient, is produced by Martek Biosciences Corporation (Martek).

“We understand the need to ensure proper nutrition through all stages of life especially in younger children,” said Tim Zimmer, vice president, *Sara Lee* North American Fresh Bakery. “Bread with DHA Omega-3 is an excellent and simple way to provide moms with a great-tasting, nutritious option their little ones will love.”

Both varieties of *Sara Lee Soft & Smooth Plus Made with DHA Omega-3* breads contain 12 mg of DHA Omega-3 per two-slice serving, which is at least 10 percent of the Institute of Medicine’s suggested daily amount for kids, depending on age, ranging from 1-13 years old<sup>ii</sup>. Years of research show a role for DHA in the normal development and functioning of the brain<sup>i</sup>, especially in supporting healthy brain development during those early years when it makes a difference.

“Martek continually aims to provide resources to companies like *Sara Lee* so together we can promote health and wellness throughout all stages of life,” said David Abramson, president of Martek Biosciences Corporation. “Combining our *life'sDHA* with the *Soft & Smooth* product is a natural partnership.”

*Sara Lee Soft & Smooth Plus Made with DHA Omega-3* breads are available in grocery retailers where *Sara Lee* North American Fresh Bakery products are sold. For more information about *Sara Lee Soft & Smooth* bread, bun and bagel products visit [www.thejoyofeating.com](http://www.thejoyofeating.com) or check out *Sara Lee Soft & Smooth* on Facebook at [www.facebook.com/saraleesoftandsmooth](http://www.facebook.com/saraleesoftandsmooth).

Photos, fact sheets and other details are available for download via a social media news release:  
[http://akamediainc.com/SMNR/SaraLee\\_soft\\_and\\_smooth\\_bread\\_1034.html](http://akamediainc.com/SMNR/SaraLee_soft_and_smooth_bread_1034.html).

#### **About DHA Omega-3/*life'sDHA*<sup>TM</sup>**

DHA Omega-3 is a long-chain Omega-3 fatty acid that serves as a primary building block for the brain and the eyes and supports brain, eye and heart health. Scientific reviews highlight the importance of DHA Omega-3 in proper brain and eye development and function, as well as its importance in cardiovascular health. Yet despite its importance, most consumers do not get enough DHA in their diets.

Fish are often incorrectly thought to be the only source of DHA Omega-3. However, *life'sDHA*<sup>TM</sup> offers a trusted, vegetarian form of DHA. Fish are sources of DHA because of the DHA-rich microalgae in their food chain; *life'sDHA* is derived directly from microalgae, a renewable, sustainable source of DHA that does not deplete ocean resources.

### **Martek Biosciences Corporation**

Martek Biosciences Corporation (NASDAQ: MATK) is a leader in the innovation and development of DHA Omega-3 products that promote health and wellness through every stage of life. The company produces *life'sDHA*, a sustainable and vegetarian source of DHA Omega-3, for use in foods, beverages, infant formula, and supplements, and *life'sARA*<sup>TM</sup> (arachidonic acid), an Omega-6 fatty acid, for use in infant formula. For more information on Martek Biosciences, visit <http://www.martek.com/>. For a complete list of *life'sDHA* products, visit <http://www.lifesdha.com.mx>. *life'sDHA* is a trademark of Martek Biosciences Corporation.

### **About Sara Lee Soft & Smooth Bread**

Products included in the *Soft & Smooth* bread and bun lines are: *Sara Lee Soft & Smooth Plus Made with DHA Omega-3 and Made with Whole Grain White Bread*, *Sara Lee Soft & Smooth Plus Made with DHA Omega-3 100% Whole Wheat Bread*, *Sara Lee Soft & Smooth Made with Whole Grain White Bread*, *Sara Lee Soft & Smooth 100% Whole Wheat Bread*, *Sara Lee Soft & Smooth Made with Whole Grain White Hamburger and Hotdog Buns*, *Sara Lee Soft & Smooth Wheat Hot Dog and Hamburger Buns Made with Whole Grain*, *Sara Lee Soft & Smooth 100% Whole Wheat Mini Bagels* and *Sara Lee Soft & Smooth Made with Whole Grain Plain, Cinnamon and Blue Berry Mini Bagels*.

### **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](http://www.saralee.com) for the latest news and in-depth information about *Sara Lee* and its brands.

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<sup>i</sup> Institute of Medicine, National Academy of Science (2005). Dietary reference intakes for energy, carbohydrates, fiber, fat, fatty acids, cholesterol, protein and amino acids (Macronutrients). The National Academies Press, Washington DC. <http://www.nap.edu/openbook.php?isbn=0309085373>, accessed 3/21/07.

<sup>ii</sup> Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein and Amino Acids (Macro nutrients) (2005). Institute of Medicine. 422-541

Age	Kids Suggested Daily Amount
1-3 years	70 mg DHA
4-8 years	90 mg DHA
9-13 years	120 mg DHA