

Sara Lee Corporation  
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# News

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## **SARA LEE CORPORATION ANNOUNCES NEW TIME FOR SECOND QUARTER FISCAL 2010 EARNINGS WEBCAST**

DOWNERS GROVE, Ill. (Feb. 1, 2010) – Sara Lee Corp. (NYSE: SLE) today announced that it has changed the time of its second quarter fiscal 2010 earnings webcast to 9:30 a.m. CST on Thursday, Feb. 4, 2010. This decision was made to avoid potential conflicts with other earnings conference calls, enabling analysts and stakeholders to participate in Sara Lee’s webcast. During the webcast, the company will review second quarter fiscal 2010 earnings and take questions from analysts. The webcast will be aired live via the Internet and can be accessed at [www.saralee.com](http://www.saralee.com).

For people who are unable to listen to the webcast live, the replay will be available at 7 p.m. CST on Feb. 4, 2010, in the Investor Relations section [www.saralee.com](http://www.saralee.com) through the close of business on Aug. 4, 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](http://www.saralee.com) for the latest news and in-depth information about Sara Lee and its brands.

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