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News

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"MOST FADED CITIES": JIMMY DEAN® SHINES A LIGHT ON SLEEPY U.S. CITIES THAT FACE MID-MORNING SLUMPS

As more than one-quarter of Americans fall victim to the mid-morning slump, Jimmy Dean encourages people to Fight the Morning Fade™ with a protein breakfast

DOWNERS GROVE, Ill. (September 1, 2009) – Jimmy Dean®, America's favorite traditional breakfast, today announced the results of a nationwide survey identifying the country's "Most Faded Cities" to kick off its Fight the Morning Fade™ campaign. Conducted with Zogby International, the survey analyzed the early morning behavior of more than 5,000 Americans and identified the "sleepiest" cities whose residents are most likely to fall prone to the mid-morning slump known as the "morning fade." This is the time when people find their mind wandering from their work as they become groggy, anxious and more focused on what's for lunch rather than the task at hand. The survey also found that more than one-quarter of all Americans fail to eat a breakfast that leaves them satisfied and energized for the day ahead.

"The findings from the 'Most Faded Cities' survey confirmed our belief that a protein breakfast plays an important role in your productivity for the rest of the day," said Andy Callahan, vice president of breakfast and snacking for Sara Lee North American Retail. "It is our goal that through our *Fight the Morning Fade* campaign, we will educate Americans on how easy it can be to enjoy a satisfying protein-based breakfast every day of the week, even on the most hectic of mornings with our *Jimmy Dean* line of sausage products."

Jimmy Dean Serves-Up First-Ever List of America's "Most Faded Cities"

The national survey ranked Orlando at the top of the list as the nation's "Most Faded City" with 55 percent of Orlandians feeling distracted or hungry hours before lunch and most relying on carbohydrate vs. protein-fueled morning meals. Other chart-toppers on the "Most Faded List" include San Antonio (47 percent), Denver (45 percent), Indianapolis (44 percent), Columbus, Ohio (44 percent), Tampa (43 percent), Chicago (42 percent) and Minneapolis (41 percent). In nearly all of these cities, almost half of residents begin to crave lunch before 10 a.m.

The complete list of the "Faded Cities" rankings is as follows:

Rank	City	Hungry & Distracted Mid-Morning (after carb breakfast)*	Craves Lunch Before 10am
1	Orlando	55%	49%
2	San Antonio	47%	61%
3	Denver	45%	41%
4	Indianapolis	44%	49%
5	Columbus, OH	44%	37%
6	Tampa	43%	49%
7	Chicago	42%	55%
8	Minneapolis-St. Paul	41%	46%
9	Sacramento	41%	35%
10	Seattle	39%	52%
11	Portland, OR	37%	51%
12	Boston	37%	42%
13	Atlanta	36%	53%
14	Baltimore	35%	56%
15	Detroit	34%	59%
16	St. Louis	33%	47%
17	Houston	33%	47%
18	San Francisco	32%	47%
19	Dallas-Ft. Worth	31%	68%
20	New York	31%	49%
21	Los Angeles	31%	47%
22	Washington, DC	30%	52%
23	Philadelphia	30%	41%
24	Pittsburgh	28%	60%
25	Miami	28%	45%
26	Cleveland	27%	58%
27	Phoenix	25%	43%
National Average		36%	49%

*Carb breakfast defined as: bagels, oatmeal, cereal, pancakes or waffles

Additional information about *Fight the Morning Fade* and breakfast tips for starting the day with a satisfying breakfast that will keep you going in the morning can be found at FightTheMorningFade.com.

About Jimmy Dean

Jimmy Dean is America's number one breakfast sausage. Since 1969, the brand has ensured quality in every plate of *Jimmy Dean* goodness that families can sit down to enjoy. *Jimmy Dean* offers a full line of breakfast sausage, bacon and sandwiches gives families that delicious, home-cooked flavor. *Jimmy Dean* Fresh Roll Breakfast Sausage, Fresh Links & Patties, Fresh Bacon, Fully Cooked Sausage Links & Patties, Omelets, Skillets, Sandwiches, Breakfast Bowls, Heat 'N Serve Sausage Links & Patties and Pancakes & Sausage on a Stick boast full flavors and top quality ingredients guaranteed to make any meal the best.

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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