

**Sara Lee Corporation**  
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# News

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## **SARA LEE CORPORATION TO WEBCAST FIRST QUARTER FISCAL 2010 EARNINGS**

DOWNERS GROVE, Ill. (Oct. 29, 2009) – Sara Lee Corp. (NYSE: SLE) today announced that its review of first quarter fiscal 2010 earnings will be broadcast live via the Internet on Thursday, Nov. 5, 2009, at 9 a.m. CST. The company will review first quarter fiscal 2010 earnings and take questions from analysts. The webcast 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 Nov. 5, 2009, in the Investor Relations section of the Sara Lee corporate Web site ([www.saralee.com](http://www.saralee.com)) through the close of business on May 5, 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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