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# News



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## **SARA LEE® DESSERTS PROVIDE TIPS TO DWELLERS OF AMERICA'S MOST STRESSED CITIES ON HOW TO RELAX BY ENJOYING DAILY INDULGENCES**

*Sara Lee Teams with National Stress Expert To Help Consumers De-stress Through Simple and Effective Everyday Tips*

DOWNERS GROVE, Ill. (Oct. 19, 2009) – Did you know stressed spelled backwards is desserts? *Sara Lee* knows America's cities are stressed and wants to help. Through a relationship with renowned stress expert and humorist, Loretta LaRoche, the two will work together to provide solutions aimed at giving city dwellers tips to de-stress by incorporating daily indulgences into their lives. LaRoche offers a variety of decompression tips, part of which include enjoying a favorite dessert within moderation, as part of a balanced diet to help make it a bit easier to cope with life's daily stresses.

“For nearly 75 years *Sara Lee* has delivered quality desserts that have become an integral part of family gatherings, occasions and moments of togetherness that have helped make our brands so comforting and special,” said John Zillmer, senior brand manager, *Sara Lee* Sweet Goods. “*Sara Lee Simple Sweets* and *Sara Lee Bites* are conveniently sized and easy to prepare making it easy to enjoy dessert as part of a daily indulgence to help de-stress.”

LaRoche advises those who face daily stress to indulge in the following tips to make things more manageable:

- 1.) **Make a “done list” instead of a “to do list”** – It is less stressful to list the things you've accomplished than list things you haven't.

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- 2.) **Indulge in a sweet treat** –As you make your way through your day, take time to break from stress. Temporarily getting away mentally and enjoying a simple indulgence can really help. It's actually ok to enjoy a sweet treat in moderation, and Sara Lee has 20-calorie *Sara Lee Bites*, bite-sized cheesecake pieces, and individually packaged *Sara Lee Simple Sweets* to give you a moment of relaxation to ramp you back up and tackle the task at hand.
- 3.) **Take time for yourself** – There's nothing you should be doing 24/7, but breathing. Quiet moments create calmness.
- 4.) **Spend more time with children** – Watching and interacting with those who are stress-free has an enormously positive impact on stress levels.
- 5.) **Keep a running list of people, places or things you appreciate** – It's hard to be appreciative and stressed at the same time.

According to the recent most stressed report that was published in the September issue of *Forbes* magazine, the most stressed cities include, (in order of most stressed): Chicago, Los Angeles, New York, Cleveland, Providence, R.I., San Francisco, Detroit, Boston, Washington DC and San Jose, Calif. According to *Forbes*, the list was developed based upon sinking property values, high unemployment and prices, and poor environments that add to the pressure felt by residents in these metros.

“In uncertain times affordable indulgences such as a sweet treat during a stressful day can make a world of difference,” said Loretta LaRoche. “Not only do *Sara Lee* desserts remind us of happy childhood memories, they are nearly effortless to prepare, making it easy to reward oneself and celebrate any day's small successes with a treat.”

You'll find stress relieving tips, simple recipes and dessert ideas as well as product information on the *Sara Lee* Sweet Goods Facebook page at [www.facebook.com/saraleedesserts](http://www.facebook.com/saraleedesserts). *Sara Lee Bites* are available for \$3.69 a carton and may vary by region of the country. *Sara Lee Simple Sweets* are available for \$2.50 to \$2.99. Both *Sara Lee Bites* and *Sara Lee Simple Sweets* are available in grocery retailers where *Sara Lee* frozen desserts are sold.

### **About Sara Lee Desserts**

*Sara Lee Bites*, bite-sized versions of the classic *Sara Lee* Cheesecake with premium, full-sized taste, are available in strawberry, original, chocolate, cookies n' cream and caramel varieties.

These tiny treats are perfect right from the freezer and at only 20-calories a piece they're a guilt-free reward for any day. For those craving a hot-from the oven taste, *Sara Lee Simple Sweets* are 6-inch Pre-Baked Pies in apple and cherry that deliver smaller households the goodness of home-baked desserts but in a fraction of the preparation time. Also available are *Sara Lee Simple Sweets* 6-inch cream pies available in Key Lime and Chocolate Cream flavors.

For more information about *Sara Lee* desserts visit [www.facebook.com/saraleedesserts](http://www.facebook.com/saraleedesserts) or [www.everydaydesserts.com](http://www.everydaydesserts.com).

### **About Sara Lee**

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*, *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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