

**Sara Lee Corporation**  
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# News

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## **SARA LEE CORPORATION PARTNERS WITH HEALTHY WEIGHT COMMITMENT FOUNDATION TO FIGHT OBESITY**

DOWNERS GROVE, Ill. (Oct. 5, 2009) -- Sara Lee Corp. (NYSE: SLE) is teaming with many food and beverage peer companies, customers and non-governmental organizations to help the Healthy Weight Commitment Foundation reduce obesity by 2015.

The Healthy Weight Commitment Foundation will promote the concept of energy balance – balancing calories consumed as part of a healthy diet with calories expended by physical activity – to people in the places where they spend much of their time: to consumers in the marketplace, to employees through workplace programs and to children in schools.

"Sara Lee Corporation is committed to offering a spectrum of products while keeping in mind both the physical and emotional well-being of our consumers, said CJ Fraleigh, executive vice president and chief executive officer, Sara Lee North American Retail and Foodservice. "We have many products in our portfolio that satisfy the demand for improved nutrition and will continue to increase these offerings under all of our major brands."

Members of the Healthy Weight Commitment Foundation have already committed \$20 million to this joint initiative to raise awareness about the importance of balancing a healthy diet with physical activity, particularly among children ages six to 11 years old and their parents and caregivers. This effort will include a soon-to-be announced national public education campaign on energy balance.

### **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* and *Senseo*. Collectively, these brands generate almost \$13 billion in annual net sales covering approximately 180 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.

### **About the Healthy Weight Commitment Foundation**

The Healthy Weight Commitment Foundation is a unique partnership between retailers, non-profit organizations, food and beverage manufacturers and trade associations aimed at helping to reduce obesity. For more information, go to [www.healthyweightcommit.org](http://www.healthyweightcommit.org).

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