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News

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NEW SARA LEE® SOFT & SMOOTH™ MINI BAGELS MAKE NUTRITIOUS SNACKING SIMPLE AND DELICIOUS

Mini Bagels Provide a 100-calorie Snack Option with the Mild Taste and Smooth Texture Kids and Moms Love

DOWNERS GROVE, Ill. (August 19, 2009) – If finding great-tasting, on-the-go snacking options kids enjoy is an ongoing challenge, *Sara Lee* North American Fresh Bakery has set out to provide the solution with the introduction of its new *Sara Lee® Soft & Smooth™* Made with Whole Grain Mini Bagels. The makers of *Sara Lee Soft & Smooth*, the best-selling bread in the country¹, will introduce four 100-calorie varieties available in 100% Whole Wheat, Made with Whole Grain blueberry, Made with Whole Grain cinnamon and Made with Whole Grain plain. The new mini bagels provide families with a simple and portable snack that has the whole grain nutrition, mild taste and soft texture inherent in *Sara Lee Soft & Smooth* products.

“It’s important for to us understand the ongoing challenges moms face when looking for great-tasting and more nutritious options to include in their kids’ meals,” said Tim Zimmer, vice president, *Sara Lee* North American Fresh Bakery. “With the success we’ve seen from the *Soft & Smooth* line, we wanted to bring the winning combination of great taste and whole grain nutrition to other products and give moms even more options – whether it’s for the lunchbox or for snack time.”

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Compared to traditional 300-calorie bagel offerings, the 100-calorie *Sara Lee Soft & Smooth* mini bagels provide a pre-portioned snack that moms can confidently provide to their children as an easy breakfast option or quick lunch addition. The new Made with Whole Grain mini bagels contain nine grams of whole grain per serving, which is nearly 30 percent of the United States Department of Agriculture (USDA) daily intake recommendation for kids ages 2-8. In addition, the 100% Whole Wheat mini bagels provide 20 grams of whole grain per serving, which is more than 40 percent of the USDA daily intake recommendation for kids ages 9-18.

“It is recommended that the average American consume at least 48 grams of whole grain per day for good health, but most people get a drastically lower amount in their diet,” said registered dietitian Connie Diekman, MEd, RD, FADA. “Many kids – and adults – are turned off by the bitterness of whole grain products, so it is important to have options like *Sara Lee Soft & Smooth* products that have the taste and texture many kids prefer with the whole grain nutrition they need.”

Sara Lee Soft & Smooth Made with Whole Grain Mini Bagels are available in grocery retailers where *Sara Lee* North American Fresh Bakery products are sold. For more information about *Sara Lee Soft & Smooth* bread, bun and bagel products visit www.thejoyofeating.com or check out *Sara Lee Soft & Smooth* on Facebook.

About *Sara Lee Soft & Smooth* Bread

Products included in the *Soft & Smooth* bread and bun lines are: *Sara Lee Soft & Smooth* Made with Whole Grain White Bread, *Sara Lee Soft & Smooth* 100% Whole Wheat Bread, *Sara Lee Soft & Smooth* 100% Honey Whole Wheat Bread, *Sara Lee Soft & Smooth* Honey Made with Whole Grain White Bread, *Sara Lee Soft & Smooth* Made with Whole Grain White Hamburger and Hotdog Buns, and *Sara Lee Soft & Smooth* Wheat Hot Dog and Hamburger Buns Made with Whole Grain.

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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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¹Data Source: IRI unit or volume sales data for FDMX Total U.S. for the latest 52 weeks ending June 14, 2009.