

Sara Lee Corporation

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**SARA LEE® DELI CELEBRATES NATIONAL SANDWICH DAY ON TWITTER
WITH CONSUMER OUTREACH PROGRAM TO HELP FIGHT HUNGER**

Consumers who Tweet about the 'Deli Difference' on November 3 will help donate up to \$25,000 to Share Our Strength®

Downers Grove, Ill. (Nov. 2, 2009) – Sara Lee Deli, the maker of Sara Lee Fresh Ideas pre-sliced deli meats, will commemorate National Sandwich Day on Nov. 3 with a campaign designed to contribute the equivalent of 16,500 sandwiches* to Share Our Strength, the leading national organization working to make sure no child in America grows up hungry. During the 24-hour “Deli Difference” Twitter campaign, which will kick-off at midnight Pacific Time on Nov. 3, Sara Lee Deli will contribute \$1 for each follower of @SaraLeeDeli on Twitter, up to \$25,000.

“National Sandwich Day is a terrific opportunity for us to make a difference and help a hungry child in need,” said Jonathan Drake, vice president, Sara Lee Deli. “We are giving our consumers a simple way to participate in the program and join Sara Lee Deli in the fight against hunger.”

To help raise awareness of the campaign, the brand will be using #sldeli and #delidifference hash tags to spread the word among the Twitter community. The campaign will encourage followers to “re-tweet” (or re-post) campaign messages to help raise awareness about Sara Lee’s initiative to help fight childhood hunger.

“Share Our Strength is committed to ending childhood hunger in America by 2015,” said Chuck Scofield, Chief Development Officer. “We are grateful for the support of Sara Lee Deli and excited to engage more people in the fight against childhood hunger.”

*Based upon company calculations

Sara Lee Deli turns to Twitter for charitable contribution with the launch of 'Deli Difference' campaign on National Sandwich Day – Page 2

Sara Lee Deli also will celebrate on its Facebook Fan Page, including discussions, polls and various interactive tools for fans to participate in, as well as conversations surrounding this charitable cause. Fans and visitors to the *Sara Lee* Deli page also will have the opportunity to “celebrate the sandwich” by learning the seven steps to creating an award-winning sandwich, created by *Sara Lee* Chefs, in addition to tips and fun facts on National Sandwich Day.

Once followers are connected with @SaraLeeDeli on Twitter, they will have easy access to sandwich recipes, kitchen tips and coupon offers throughout the year.

“Sandwiches are the number one lunch and dinner entrée and *Sara Lee Fresh Ideas* pre-sliced deli meats are a delicious way to build a sandwich,” said Drake. “Coming together with our consumers, our product and Share Our Strength is a great way to celebrate National Sandwich Day and make a difference.”

National Sandwich Day celebrates the birthday of the fourth Earl of Sandwich. It is believed that this 18th-century English noble wanted to eat with one hand during a 24-hour gambling session. He instructed his servants to serve him his lunchmeat between two pieces of bread and the sandwich was born.

About *Sara Lee Fresh Ideas* Pre-Sliced Deli Meats

The *Sara Lee Fresh Ideas* pre-sliced deli meats are available in 14 varieties of turkey, ham, chicken and beef and combine deli-quality meats with a fresh approach to packaging. Found in the self-serve deli section of your local grocer next to gourmet cheeses, the *Sara Lee Fresh Ideas* pre-sliced deli meats deliver premium, thin-sliced meats, without having to wait in line at the deli counter. Made with no fillers and offering the prepackaged convenience consumers are looking for, this deli product delivers convenience and the resealability of tub packaging. The suggested retail price ranges from \$4.99-\$5.99; depending on the region of the country the product is sold.

About Share Our Strength

Share Our Strength[®] is the leading national organization working to make sure no kid in America grows up hungry. By weaving together a net of community groups, activists and food programs, Share Our Strength catches children at risk of hunger and ensures they have nutritious food where they live, learn and play. Working closely with the culinary industry, Share Our Strength creates engaging, pioneering programs like Share Our Strength's Taste of the Nation[®], the nation's premier culinary benefit; Share Our Strength's Great American Bake Sale[®], a national grassroots effort; Share Our Strength's A Tasteful Pursuit[®], a touring dinner series; Share Our Strength's Great American Dine Out[®], a week-long program involving thousands of restaurants nationwide; and Share Our Strength's Operation Frontline[®], a cooking-based nutrition education program. Visit Strength.org and learn more about our goal of ending childhood hunger in America by 2015.

About Sara Lee Corporation

Sara Lee Corporation (NYSE:SLE). Based in Downers Grove, Ill., Sara Lee Food & Beverage develops and markets many of the world's favorite high-quality baked goods, packaged meats and coffee. Leading brands and products include *Sara Lee* fresh breads, frozen desserts and deli meats, *Hillshire Farm* lunch meats, *Jimmy Dean* sausage and breakfast foods, *Ball Park* franks and the *Senseo* single-serve premium coffee system.

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