

**Sara Lee Corporation**  
3500 Lacey Road  
Downers Grove, IL 60515

# News

Release Date **FOR IMMEDIATE RELEASE**

Contact Kristen Johnson, O'Malley Hansen Communications, +1.314.721.8121  
Sara Matheu, Sara Lee Corporation, +1.630.598.8722



## **SARA LEE® DELI LAUNCHES 'MAMA SAGA' SOCIAL MEDIA CAMPAIGN TO SERVE AS RESOURCE FOR EVERYDAY LIFE TO ONLINE MOM COMMUNITY**

*Premium Pre-Sliced Deli Meat Maker Joins Forces with Second City Communications to Create Satirical Videos That Ask 'How Would You Handle This Mama Saga?'*

DOWNERS GROVE, Ill. (Sept. 14, 2009) – *Sara Lee* Deli has launched a humorous social media campaign designed to connect with and help moms through typical, everyday dramas they face at home. The *Sara Lee* Deli “Mama Saga” campaign highlights the challenges of parenting through a series of satirical webcam “confessional” videos that ask “How would you handle this Mama Saga?” *Sara Lee* Deli plans to build an online community designed for today’s moms who face their own daily sagas while aiming to provide convenient options with its *Sara Lee* Deli Fresh Ideas™ pre-sliced deli meat.

The videos were created in conjunction with Second City Communications, the business services arm of the world-famous Second City Theater, and include such events as dealing with the worst day of the year and preparing a husband to watch the kids. The three improvisational videos were performed by mom-actresses to highlight a day in the lives of three very different parents.

“We understand the importance of creating new opportunities to speak with moms one-on-one, and we know the most immediate and engaging way to do this is online, where today’s moms are communicating,” said Paula Shikany, senior brand manager, *Sara Lee* Deli. “The ‘Mama Saga’ campaign is designed to first provide mom with a daily laugh and then engage her in ongoing dialogue so we can be a better resource. Overall we want the ‘Mama Sagas’ to act as a conversation starter while building brand awareness to drive moms to *Sara Lee Fresh Ideas* pre-sliced deli meats which are located in the self-serve deli section of grocery stores.”

-more-

“Second City Communications specializes in connecting people with brands through the humor of everyday life — and great material is really funny when it’s true and connected authentically to real life,” said Tom Yorton, president and chief operating officer, Second City Communications. “We worked with *Sara Lee Deli* to create video portrayals of non-typical moms dealing with typical situations that every mom can relate to so that she can share her thoughts in a social media environment.”

The videos launch Sept. 14 through the *Sara Lee Deli* Facebook fan page, a dedicated channel on Metacafe at [www.metacafe.com/saraleedeli](http://www.metacafe.com/saraleedeli) as well as a variety of other sites including: YouTube, Break.com, Dailymotion, Yahoo! Video, VideoEgg, Pandora TV and AOL Video, among others.

The three videos tell the following stories/provide the following “Mama Saga” moments:

- *Mama Saga: Dealing with Disaster* – This “almost too good” mama’s day is disastrous as she deals with a sick husband, an incontinent dog and an unforeseen tumble down the stairs. She does her best with a lot of help from her friends and isn’t afraid capture a proper video “shout out,” to say thanks.
- *Mama Saga: What to Tell the Children* – This mama wants to leave a record for her children so that someday they can know exactly what she did when they went to bed. Whether it’s perusing her kid’s purses, feeding Twila the Turtle (who will never die) or laying on the guilt, this mom’s unconventional approach to parenting may shock you, but you may still fall for her.
- *Mama Saga: A Working Vacation* – This career-driven mom drives her message home to her husband like a freight train. This master delegator gives instructions to her husband regarding every moment she’s away including lawn care (not to worry...she’s hired a crew), a gymnastics meet (“daddy will absolutely be there”) and how to use the deli meat in the fridge (her advice? “make a sandwich.”). This mama’s task-master approach is something to behold.

### **Making The Most of “Mama Sagas”**

The *Sara Lee Deli* “Mama Saga” campaign takes a multi-dimensional approach to help grow brand awareness for *Sara Lee Fresh Ideas* pre-sliced deli meats located in the deli section of grocery stores, which include great-tasting varieties and provide a convenient option for moms.

The video campaign will be supported by:

- The *Sara Lee Deli* Facebook fan page which includes special savings to fans, a direct connection to the brand along with numerous recipes, tips and product information to help moms simplify the lunch-making process

- Ongoing Tweeting to moms through the @SaraLeeDeli Twitter handle that includes a coupon for those Tweeters who become *Sara Lee* Deli Fans on Facebook
- Video engagement ads across a number of mom-centric web sites
- One-on-one conversations with mom bloggers and mom blogger networks, including recipes, tips and promotional elements for their sites and followers

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

The *Sara Lee Fresh Ideas* pre-sliced deli meats combine deli-quality meats with a fresh approach to packaging 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 premium, thin-sliced meats, as well as the convenience and resealability of tub packaging. The meats are available in 14 varieties of turkey, ham, chicken and beef. The suggested retail price ranges from \$4.99-\$5.99; depending on the region of the country the product is sold.

#### **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.

# # #