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News

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BALL PARK[®] FILES FEDERAL LAWSUIT AGAINST KRAFT FOODS, INC., MAKERS OF OSCAR MAYER[®] WIENERS

America's #1 Ball Park Beef Hot Dog Brand Charges Oscar Mayer with False Advertising in Violation of Federal and State Law*

DOWNERS GROVE, Ill. (May 20, 2009) – Sara Lee Corporation, the makers of America's #1 Ball Park[®] beef hot dog charged in court today that Oscar Mayer[®] hot dogs are being falsely advertised in violation of federal and state law. The suit primarily focuses on claims in a series of advertisements that expressly compares *Oscar Mayer Jumbo Beef Franks* with *Ball Park* branded franks.

The suit claims *Oscar Mayer* is presenting a taste superiority claim against the entire line of *Ball Park* branded hot dogs that is both false and misleading to consumers. Such claims contain an unclear and inconspicuous footnote in very small type that also falsely implies that more than one variety of *Ball Park* franks was tested, the Sara Lee Corporation pleading charged.

“This is a weak attempt by *Oscar Mayer* to mislead millions of consumers with false and inaccurate claims,” said Chuck Hemmingway, brand director, *Ball Park* brand. “Simply put, we believe that these untrue statements are all a bunch of bologna.”

To further support *Ball Park's* position, according to IRI data, over the last year, the *Ball Park* beef hot dog line has experienced double digit growth of 14.2 % while the *Oscar Mayer* total beef hot dog line has experienced a volume decline of 1.1%*.

“We’re the nation’s beef hot dog leader. Millions of Americans have voted *Ball Park* with their wallets and their taste buds and we’re not going to stand by and allow these consumers to be misled,” added Hemmingway.

**Source: Total beef hot dog dollar and volume share and volume sales IRI Total U.S. - FDMx 52 weeks ending May 3, 2009*

About *Ball Park*

The *Ball Park* brand was launched in 1957 in response to a request from the owner of the Detroit Tigers baseball team. The *Ball Park* Frank was such a success, it was expanded nationally. Today, *Ball Park* products can be found in supermarkets, convenience stores and a variety of baseball parks – including Detroit’s Comerica Park. For more information, visit www.ballparkfranks.com.

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 more than \$13 billion in annual net sales covering approximately 200 countries. The Sara Lee community consists of 44,000 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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