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SARA LEE CORPORATION HOLDS ANNUAL MEETING OF STOCKHOLDERS

Company declares 255th consecutive quarterly dividend

DOWNERS GROVE, Ill. (Oct. 29, 2009) – At Sara Lee Corporation’s (NYSE: SLE) annual meeting of stockholders, held today in Chicago, Ill., management reviewed the company’s results over the past year and discussed future strategies to deliver stockholder value.

The preliminary results of the voting are as follows:

- Stockholders elected 12 incumbent directors to serve one-year terms on Sara Lee’s board of directors. Sara Lee also expressed appreciation for the contributions made by retiring board member Rozanne L. Ridgway.
- Stockholders ratified the appointment of PricewaterhouseCoopers LLP as Sara Lee’s independent registered public accountants for fiscal 2010.

Also, the board of directors today declared a regular quarterly dividend of \$.11 per share on the company’s common stock. The dividend is payable on Jan. 8, 2010, to stockholders of record at the close of business on Dec. 1, 2009. As previously reported, the company’s board of directors intends to maintain the current quarterly dividend of \$.11 through fiscal 2010. Sara Lee Corp. has paid quarterly dividends to its stockholders continuously for more than 60 years, and today’s announcement represents the 255th consecutive quarterly dividend declared by the corporation.

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.