

**Sara Lee Corporation**  
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# News

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## **SARA LEE CORPORATION STATEMENT ON PASSING OF JIMMY DEAN**

DOWNERS GROVE, Ill (June 14, 2010) "All of us at the Sara Lee Corporation are deeply saddened by the loss of such an iconic figure," said Daryl Gormley, vice president breakfast and snacking, Sara Lee North America Retail. "His legacy extends far beyond his development of the *Jimmy Dean* sausage brand and he will be missed by millions. We extend our deepest sympathies to Mr. Dean's family and loved ones and we will keep them in our thoughts during this difficult time."

### **About Jimmy Dean**

*Jimmy Dean* is America's number one breakfast sausage. Since 1969, the brand has ensured quality in every plate of *Jimmy Dean* goodness that families can sit down to enjoy. The *Jimmy Dean portfolio's* full line of breakfast sausage, bacon and sandwiches gives families that delicious, home-cooked flavor. *Jimmy Dean* Fresh Roll Breakfast Sausage, Fresh Links & Patties, Fresh Bacon, Fully Cooked Sausage Links & Patties, Omelets, Skillets, Sandwiches, Breakfast Bowls, Heat 'N Serve Sausage Links & Patties and Pancakes & Sausage on a Stick boast full flavors and top quality ingredients guaranteed to make any meal the best.

## **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 approximately \$13 billion in annual net sales covering approximately 180 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.

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