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News



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SARA LEE DANCES WITH DISNEY'S "HIGH SCHOOL MUSICAL 3: SENIOR YEAR" IN EXTENSIVE FILM-DRIVEN CAMPAIGN

Inspired by the wildly popular Disney franchise, Sara Lee aims to help increase children's whole grain consumption with Sara Lee Soft & Smooth brand products

DOWNERS GROVE, Ill. (Aug. 27, 2008) –Sara Lee Fresh Bakery, the maker of the best-selling bread in the country, is launching an extensive marketing campaign to unite fans of Disney's "High School Musical 3: Senior Year" with Sara Lee Soft & Smooth™ bread products. The film promotion is part of a multi-million dollar marketing program Sara Lee Fresh Bakery is investing into its *Soft & Smooth* brand.

The campaign will take place before, during and after the theatrical release of Walt Disney Pictures' "High School Musical 3: Senior Year" on Oct. 24 and will include television advertisements, point-of-sale materials, public relations, an online presence, movie theater events and a consumer sweepstakes contest.

"We are thrilled to be involved with this incredible movie franchise that has engaged the imagination of our core consumers – kids and their parents in fun-loving households who enjoy our products as well," said Tim Zimmer, vice president, Sara Lee Fresh Bakery. "As families eagerly anticipate the movie's release, we are integrating our brand into the movie at every imaginable consumer touch point in a way that is unprecedented for a bread brand."

This is the largest marketing initiative the company has undertaken since the *Soft & Smooth* product line was introduced in the summer of 2005. *Soft & Smooth* bread products have helped the Sara Lee portfolio of baked goods, deli products and sweet goods reach one billion dollars in annual sales earlier this year, making it the company's first "billion dollar brand."

Sara Lee’s campaign reinforces their commitment to educate America on the benefits of whole grain and increase consumption. Health professionals recommend most Americans consume three servings, or 48 grams, of whole grain daily to help maintain a healthy weight and reduce the risk of stroke, diabetes and cancer. According to the U.S. Department of Agriculture, the average American consumes far less than the recommended servings of whole grain per day. *Soft & Smooth* bread combines the nutrition moms feel good about serving with the taste and texture kids love.

Celebrity-studded Commercial Leads Marketing Mix

Celebrities are included in a nationally-distributed, 30-second *Soft & Smooth* bread television spot titled “Dance with Joy” to begin airing Sept. 16 during the season finale of Disney’s “High School Musical: Get In The Picture.” The ad, created by TBWA/Chiat/Day, features four “High School Musical 3: Senior Year” stars: Corbin Bleu, who plays Chad Danforth; Monique Coleman, who plays Taylor McKessie; Lucas Grabeel who plays Ryan Evans; and Olesya Rulin who plays Kelsi Nielsen. The teen stars dance and have some lunchtime fun with *Soft & Smooth* bread.

More than 40 million packages of *Soft & Smooth* bread and point-of-sale materials in 15,000 stores across the country will feature a sweepstakes offer to win a movie screening with Bleu in a promotion developed by consumer promotions agency, OgilvyAction. The packaging will feature a picture of Bleu and movie branding.

The Sara Lee Web site, www.thejoyofeating.com/hsm3, will feature a “High School Musical 3: Senior Year” microsite including games, promotions, character-inspired sandwich recipes, lunchtime tips, and the opportunity for families to register for *Sara Lee Soft & Smooth*’s Second Annual “Take Your Whole Grain Sandwich to School Day.” Families who pledge to send their children back to school on Sept. 3 with a whole grain sandwich will receive a recorded congratulations phone call from Bleu.

Sara Lee Dances with Disney “High School Musical 3: Senior Year” in Extensive Film-Driven Campaign – Page 3

Beginning Sept. 2, kids also will be able to enter the *Sara Lee Soft & Smooth* “Lunchtime Is Showtime” Video Contest, which challenges kids to produce a 90-second video about the benefits of whole grain nutrition and how it can fuel lunchtime fun. Consumers will be able to vote online to help determine the winners, who will receive a lunchtime visit to their school from “High School Musical 3: Senior Year” stars Bleu and Justin Martin, as well as a \$25,000 grant from *Sara Lee Soft & Smooth* to bring joy to the school’s lunchroom. See official rules at www.thejoyofeating.com/hsm3 for full details, including video submission requirements and judging criteria.

“Just as Disney’s ‘High School Musical 3: Senior Year’ delivers kids joy and fun mom can feel good about, *Sara Lee Soft & Smooth* breads give kids the taste they want with the whole grain nutrition that satisfies parents,” said Zimmer. “The fans’ affection for these characters will encourage young kids to learn more about whole grain nutrition.”

"We are thrilled to align with Sara Lee on their promotional campaign, as High School Musical 3 is a perfect fit for targeting kids and moms," said Jim Gallagher, president of marketing, Walt Disney Studios Motion Pictures. "We could not be more pleased with Sara Lee's exceptional advertising campaign and feel it will complement our own marketing."

Sara Lee North America Retail brand, *Hillshire Farm*, will also promote its lunchmeat product line in conjunction with the release of the movie. The brand will have point-of-sale materials featuring character-themed sandwich recipes and a national on-pack promotion on assorted *Hillshire Farm Deli Select Ultra Thin* products for free movie tickets. *Hillshire Farm* is also partnering with *Soft & Smooth* on account-specific marketing activities and in-pack promotions.

About Sara Lee Soft & Smooth Breads

Products included in the *Soft & Smooth* bread and bun lines are: *Sara Lee Soft & Smooth* made with Whole Grain White Bread, *Sara Lee Soft & Smooth* 100% Whole Wheat Bread, *Sara Lee Soft & Smooth* 100% Honey Whole Wheat Bread, *Sara Lee Soft & Smooth* Honey made with Whole Grain White Bread, *Sara Lee Soft & Smooth* made with Whole Grain White Hamburger and Hotdog Buns, and *Sara Lee Soft & Smooth* Wheat Hot Dog and Hamburger Buns made with Whole Grain. Sara Lee has seen success with its bread line, particularly the *Soft & Smooth* made with Whole Grain White Bread, which since its launch in 2005 has become the best-selling loaf in the country. Consumers can learn more about Sara Lee products at www.thejoyofeating.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.

About Disney’s High School Musical 3: Senior Year

Disney’s “High School Musical” phenomenon leaps onto the big screen in HIGH SCHOOL MUSICAL 3: SENIOR YEAR, in which America’s favorite high school students (ZAC EFRON, VANESSA HUDGENS, ASHLEY TISDALE, LUCAS GRABEEL, CORBIN BLEU and MONIQUE COLEMAN) hit senior year. Amidst a basketball championship, prom and a big spring musical featuring all of the Wildcats, Troy and Gabriella vow to make every moment last as their lifelong college dreams put the future of their relationship in question. A crew of sophomore Wildcats (MATT PROKOP, JUSTIN MARTIN, JEMMA MCKENZIE-BROWN) joins in the fun as the film’s incredible new music and exciting dance numbers take maximum advantage of the big screen. HIGH SCHOOL MUSICAL 3: SENIOR YEAR premieres nationwide Oct. 24, 2008.

About Disney’s High School Musical Franchise

Disney's "High School Musical" premiered in January 2006 on Disney Channel U.S. and posted the highest ever ratings for a Disney Channel Original Movie at the time. It went on to become a smash hit internationally, airing on 27 Disney Channels and free-to-air broadcasters worldwide. It has reached more than 255 million viewers in more than 20 languages across 100 countries. It was the first TV movie to be offered on the iTunes Music Store, and was the #1 TV movie on DVD in 2006. That same year, the movie’s soundtrack was the #1 ranked album.

“High School Musical,” directed by Kenny Ortega, written by Peter Barsocchini, and produced by Bill Borden, Barry Rosenbush and Don Schain, delivered licensed amateur and professional touring stage productions, a best-selling junior novel, a popular consumer products franchise at mass retailers, a themed show at *Disneyland*[®] Resorts in Anaheim, Orlando and Paris, a sold-out 42-date arena concert tour in North America and Latin America, and a popular touring ice show around the world. Adding to its success, it won two Emmy Awards, a DGA Award, an Imagen Award and a Director's Guild of America Award, among other honors. It received a Billboard Music Award (Soundtrack of the Year) and was nominated for an American Music Award.

"High School Musical 2" was ranked the #1 basic cable telecast of all time following its August 17, 2007, premiere (18.6 million viewers) and thus far has been seen by 200 million total worldwide viewers in 24 languages. The "High School Musical 2" DVD release was the top-selling TV property on DVD for 2007. The movie’s soundtrack is triple Platinum.

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