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**SARA LEE® DELI LAUNCHES 'SAGA SOLVER' SOCIAL MEDIA CAMPAIGN
AS ONLINE RESOURCE TO SIMPLIFY LIVES OF MOMS**

*Expanded Social Media Campaign Enlists Experts and Creative Partner Second City
Communications to Further Connect with Mom*

DOWNERS GROVE, Ill. (Feb. 23, 2010) – *Sara Lee* Deli today launched its “Saga Solver” social media campaign designed to help moms simplify their lives. The new *Sara Lee Fresh Ideas*™ pre-sliced and sliced-to-order deli meats campaign offers moms valuable expert advice and insights from three nationally recognized experts to help solve their everyday mama sagas, building upon the success of the *Sara Lee* Deli “Mama Saga” program launched in Sept. 2009.

Acknowledging the mama sagas many moms face daily, *Sara Lee* Deli wants to be a resource that helps moms feed their families better while also presenting moms a moment of laughter and entertainment. The Saga Solver program will provide moms the chance to interact with three nationally-recognized “Saga Solvers” who will offer tips and advice on three distinct areas of focus: food preparation, helping mom get her kitchen and family schedules organized and family advice, all housed on *Sara Lee* Deli’s Facebook page (facebook.com/saraleedeli). The program will also provide an update on the lives of the three *Sara Lee* Deli “Mama Saga” mamas, who originally appeared in satirical web-cam videos on Metacafe, Facebook and other video sharing sites. Since their launch in September, the videos have recorded 2.5 million online views.

“The ‘Mama Saga’ campaign demonstrated that the social media space provides *Sara Lee* Deli immediate and intimate ways to reach moms and build relationships,” said Paula Shikany, Director, *Sara Lee* Deli. “Providing moms with entertaining and educational content about the areas that matter most helps us be a resource to allow mom to simplify and streamline her life.”

Each "Saga Solver" will serve as a resource to moms that visit the Facebook page through tips, advice and recipes posted regularly as well as through one live chat per expert where moms can get answers to their issues in real time.

The first "Saga Solver," Ceci Carmichael, will offer her guidance on food preparation as well as recipes that every family will love. A busy mom herself, Ceci is the former host of Food Network's "Calling All Cooks" and "Good Food Fast" and has an extensive background in food preparation.

Ceci's tips will be posted regularly on the Facebook page starting today and will be featured for six weeks. The next two "Saga Solvers" will be announced in the coming weeks.

The "Saga Solver" campaign will also introduce six videos revisiting "Mama Saga" moms from the original campaign and highlighting their most recent mama sagas. The videos will be released from February to June and will be featured on the Metacafe *Sara Lee* Deli Channel (www.metacafe.com/saraleedeli) and Facebook page as well as a variety of other sites including: YouTube and Yahoo! Video. The videos were created in conjunction with Second City Communications, the business services arm of the world-famous Second City Theater.

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 and are found near the deli case where *Sara Lee* sliced-to-order meats are sold. The suggested retail price ranges from \$4.99-\$5.99; depending on the region of the country the product is sold.

About Sara Lee Fresh Ideas Sliced-to-Order Deli Meats

The Sara Lee Fresh Ideas sliced-to-order deli meats are available behind the deli counter in 28 varieties of turkey, ham, chicken and beef. Minimally processed and containing no fillers, the deli meat is oven-roasted delivering on premium taste and quality. The product is available in retailers across the country with a suggested retail price ranging from \$6.49-\$8.49 per pound depending on the region.

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.

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