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News

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SARA LEE TO SOURCE RECORD VOLUMES OF SUSTAINABLE COFFEE *Company beats its 2009 targets by about 10%, raises bar by 33% for 2010*

UTRECHT (February 18, 2010) – Sara Lee, global manufacturer and marketer of high-quality consumer products, announced today that in 2009 it expanded its lead as the world’s largest buyer of UTZ CERTIFIED® coffee by exceeding target of 26,500 tons. For 2010, Sara Lee steps it up, and will source more coffee from sustainable sources, 40,000 tons, than in any previous year.

Sara Lee’s 2010 target is 33% greater than its previous commitment (30,000 tons in 2009). It also represents a dramatic sixteen-fold increase from a target of 2,500 tons in 2004.

“At Sara Lee we’re very proud of our role in making the mainstream coffee sector more sustainable,” said Frank van Oers, CEO International Beverage and Bakery at Sara Lee. “Our long-term vision is to source all of our coffee sustainably, and every year we are moving the bar higher. Our 2010 commitment represents a significant step towards that goal.”

The organization, which is the world’s third largest coffee roaster and sells its coffee blends under flagship brands such as DOUWE EGBERTS®, SENSEO®, MERRILD®, MAISON DU CAFÉ®, and MARCILLA®, will source 40,000 tons of sustainable coffee in 2010. To achieve this, Sara Lee will continue to work with its partner UTZ CERTIFIED, a certification program which shares Sara Lee’s commitment to making the mainstream coffee market more sustainable.

Sara Lee has worked in partnership with UTZ CERTIFIED since 2004, buying UTZ CERTIFIED coffee and helping farmers achieve certification. Sara Lee buys more UTZ CERTIFIED coffee than any other organization, and therefore has a significant beneficial impact on helping farmers improve living conditions. Farmers with an UTZ certificate are trained and checked to ensure that they are growing coffee in a sustainable way.

Sara Lee also established its own Douwe Egberts Foundation (www.defoundation.org) in 2002, to improve living conditions of, in particular, small coffee farmers in the main countries of origin.

UTZ CERTIFIED is one of the most respected coffee certification programs worldwide and a leader in volume/presence in the market dedicated to achieving sustainable agricultural supply chains that meet the growing needs and expectations of farmers, the industry and consumers.

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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