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News



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TASTE OF SUCCESS: BALL PARK® CELEBRATES THE MOMS BEHIND THE GUYS

Teaming up with Ball Park Franks, moms of today's top stars share tips on how they helped fuel their sons' passions... and appetites

DOWNERS GROVE, Ill (May 27, 2010) With the official arrival of the kick-off of summer, Ball Park®, the maker of America's number one *Ball Park* beef hot dog*, today announced the "mother" of all campaigns. To celebrate the crucial role that mom plays in guiding her kids to achievement, *Ball Park* has assembled a roster of "all star moms" who will share the secrets of their success. During the summer months, *Ball Park* will showcase different superstar moms, while giving moms everywhere a chance to learn how they helped their sons reach the pinnacle.

Among the celebrity moms who will be spotlighted by *Ball Park* are Robin Paul, mother of NBA All Star point guard Chris Paul, and Gretchen Sheckler, mother of skateboard phenomenon Ryan Sheckler. Each of the celebrity moms will offer tips, advice and personal stories on how they helped their sons fuel their minds and their bodies.

"We created this program so that moms like Robin and Gretchen can share a taste of their success with other moms across the country," said Tim Roush, vice president lunch and dinner, Sara Lee North America Retail. "As America's number one beef hot dog brand*, we know the importance of feeding a guy's hunger. By assembling this team of 'all star moms,' we're showcasing all of the different ways in which moms can help feed their sons' passions – as well as their appetites."

Recognizing you do not need to have a world famous son to be an all star mom, *Ball Park* also announced that it has partnered with iVillage to launch a nationwide contest to gather the best tips for satisfying their son's hunger. From June 7th through July 19th, moms everywhere can visit www.ivillage.com to enter for a chance to win a weekly prize consisting of a month's worth of *Ball Park* Franks as well as a \$100 gift card and the grand prize of a full day of pampering including a \$500 shopping spree, spa treatment and a year supply of *Ball Park* Franks.

Added Roush, "There is nothing better during the warm summer months than a day of rest and relaxation and, of course, a grill out with *Ball Park* Franks. We're taking a moment to celebrate the countless 'everyday moms' who help their sons aspire, achieve and succeed."

About *Ball Park*

The *Ball Park* brand was launched in 1957 in response to a request from the owner of the Detroit Tigers baseball team. The *Ball Park* Frank was such a success, it was expanded nationally. Today, *Ball Park* products can be found in supermarkets, convenience stores and a variety of baseball parks – including Detroit's Comerica Park. For more information, visit www.ballparkfranks.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 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 for the latest news and in-depth information about Sara Lee and its brands.

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*Source: Total Beef w/Angus Hot Dog dollar & volume share IRI Total U.S. - FDMx 52 weeks ending May 2, 2010

