

Sara Lee Corporation
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News

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SARA LEE CORPORATION DECLARES 256th CONSECUTIVE QUARTERLY DIVIDEND

DOWNERS GROVE, Ill. (Jan. 28, 2010) – Sara Lee Corp.’s (NYSE: SLE) board of directors today declared a regular quarterly dividend of \$.11 per share on the company’s common stock, payable on April 7, 2010. The dividend is payable to stockholders of record at the close of business on March 1, 2010. Sara Lee Corp. has paid quarterly dividends to its stockholders continuously for more than 60 years, and today’s announcement represents the 256th consecutive quarterly dividend declared by the corporation.

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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