

Sara Lee Corporation
3500 Lacey Road
Downers Grove, IL 60515

News

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Contact **Media: Mike Cummins, +1.630.598.8412**
Analysts: Aaron Hoffman, +1.630.598.8739

SARA LEE CORPORATION TO RE-ENTER MARKET TO BUY BACK ITS SHARES

DOWNERS GROVE, Ill. (Nov. 6, 2008) – Today, Sara Lee Corp. (NYSE: SLE) announced that, as a result of the lower price for Sara Lee common stock, the company has determined that it will re-enter the market to buy back its shares on an opportunistic basis. At this time, the company has not identified the amount of stock that will be repurchased this fiscal year.

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.

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