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News



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EARTHGRAINS® BRAND INVITES CONSUMERS TO JOIN THE “PLOT TO SAVE THE EARTH” AS IT INTRODUCES NEW ENVIRONMENTALLY FRIENDLY WHEAT BREAD

EarthGrains® bread is the first brand to offer Eco-Grain™ wheat grown in partnership with Horizon Milling using innovative farming practices that promote sustainable land use

DOWNERS GROVE, Ill. (February 2, 2010) – *EarthGrains®* brand today announced that its 100% whole grain, 100% natural line of wide pan breads will now include Eco-Grain™ wheat in its ingredients. *Eco-Grain* wheat is grown using innovative farming techniques that benefit the environment because they promote more sustainable agricultural practices. *EarthGrains* brand is the first to work in partnership with Horizon Milling to bring a product to market that includes *Eco-Grain* wheat. To support the product introduction, the brand is launching the *Plot to Save the Earth, One Field at a Time* marketing campaign and inviting the public to join the movement to benefit the environment.

“*EarthGrains* bread made with *Eco-Grain* wheat gives consumers the added knowledge that they are helping the environment with every loaf they purchase, in addition to the great taste and nutrition they expect” said Tim Zimmer, vice president, *Sara Lee* North American Fresh Bakery. “As part of our movement to help the environment, we’re educating consumers about how to take other small steps to make a positive impact, including supporting the use of innovative agricultural practices.”

Eco-Grain wheat makes up 20 percent of the whole grains in *EarthGrains’* brand wide-pan bread, but the brand will expand its use to *EarthGrains Thin Buns* later this year.

Moving forward, the brand will look to increase the percentage of *Eco-Grain* wheat in its products.

The Plot to Save the Earth Marketing Campaign

To educate consumers about *EarthGrains* bread made with *Eco-Grain* wheat, the brand launched a 360-degree fully integrated consumer marketing program dubbed the *Plot to Save the Earth, One Field at a Time* campaign. The campaign tells a compelling story about the positive effect that *Eco-Grain* wheat has on the environment: It starts with a handful of family farmers who grow *Eco-Grain* wheat in their fields, which is bought by consumers in *EarthGrains* bread and creates more demand for *Eco-Grain* wheat. The campaign includes print, TV, radio and digital advertising, public relations, social media, as well as point-of-sale materials that take a whimsical approach to catch consumers' eyes with tag lines like, "How your turkey sandwich can help preserve the earth." The campaign was created by Ogilvy & Mather.

EarthGrains' Web site (www.EarthGrains.com) is re-launching today and acts as the focal point of the campaign. The site includes an interactive tool that lets consumers see their direct impact on the environment with every loaf of bread they purchase, such as the amount of reduced fertilizer and acres of farmland saved. There is also information about *EarthGrains* brand products, how *Eco-Grain* wheat is grown, as well as opportunities to download coupons and get a free reusable shopping bag.

To show consumers how they can more actively engage with the movement, the brand is turning to social media. A new Facebook fan page is launching (www.Facebook.com/EarthGrains) and for every fan, the brand will set aside \$1 (up to \$15,000) towards farmer outreach in order to meet the demand for *Eco-Grain* wheat. The brand is also building a Twitter following (www.Twitter.com/EarthGrains). Fans and followers will have opportunities to share their personal plots to save the planet and get downloadable coupons.

Growing *Eco-Grain* Wheat to Benefit the Environment

The *EarthGrains* brand partnered with Horizon Milling, a Cargill affiliate and a leader in the flour milling industry, to bring *EarthGrains* bread with *Eco-Grain* wheat to life as the brand looked for a more environmentally-conscious ingredient.

Horizon Milling worked closely with a small group of family farmers in Idaho to help them grow *Eco-Grain* wheat using an innovative technology called variable rate application – also known as “precision agriculture.” This technology uses a combination of satellite imagery and soil samples to identify the best use of fertilizer on the farmer’s field. Using this data, the farmer can apply nutrients to the crop with great precision and only where it’s needed. Studies show the farmer needs less fertilizer, uses less energy and reduces emissions – while increasing the amount of wheat grown on the land.

Idaho farmer Matt Mickelsen grew one of the first crops of *Eco-Grain* wheat. He found he was able to reduce his nitrogen fertilizer use by approximately 15 percent per acre in his field – a savings that benefits both the farmer and the environment.

“Horizon Milling’s role is about linking the supply chain from the farmer to the bakery all the way to the end consumer,” said Dan Dye, president, Horizon Milling. “We partner with farmers to help them grow *Eco-Grain* wheat using innovative technology, we mill the wheat they grow into flour, and we deliver the finished ingredient to *EarthGrains*’ bakeries. Throughout the entire process, we preserve the wheat’s identity so the consumer can have a direct impact on how the wheat is grown. We’re proud to collaborate with the *EarthGrains* brand to help them deliver a wholesome, environmentally-conscious product to the marketplace.”

Mickelsen’s philosophy of using innovative farming practices to benefit his family’s land and business made him an ideal partner for the *EarthGrains* brand. Consumers can meet Mickelsen on www.EarthGrains.com. He will also be working with the brand to co-author a new blog that highlights his farming philosophy, his experience growing *Eco-Grain* wheat and the benefits he’s seen on his land at www.idahowheatfarmer.wordpress.com.

EarthGrains Introduces Environmentally Friendly Wheat Bread, Invites Consumers to Join Its Plot to Save the Earth – Page 4

EarthGrains bread made with *Eco-Grain* wheat contains 19 grams of whole grain in every slice. The suggested retail price is \$2.49 to \$4.09 depending on the region of the country. For markets where *EarthGrains* bread is sold, visit www.EarthGrains.com.

About *EarthGrains* Bread

The *EarthGrains* brand is synonymous with whole grain nutrition and taste through its line of 100% Natural 100% Whole Grain Breads that contain no artificial colors, artificial flavors or chemical preservatives. Now made with 20% *Eco-Grain* wheat that is grown using more innovative farming practices that benefit the environment, varieties include: 100% Whole Wheat, 7-Grain, Wheat Berry with Honey, Multi-Grain, Oat and Double-Fiber Whole Wheat. In 2009, the *EarthGrains* brand partnered with The Nature Conservancy to help the protection of lands and waters. For further information visit www.earthgrains.com

About Horizon Milling, LLC

A leading U.S. flour miller, Horizon Milling, LLC is a joint venture between Cargill, Incorporated and CHS Inc. (www.chsinc.com). Horizon Milling combines the expertise of a global food ingredients manufacturer with the supply assurance capabilities of a national, farmer-owned cooperative to provide customers with innovative, flour-related product and service solutions. For more information, visit www.horizonmilling.com

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