



Media: Julie Ketay, +1.630.598.8727
Analysts: Aaron Hoffman, +1.630.598.8739

SARA LEE CORPORATION CHOOSES DOWNERS GROVE LOCATION FOR NEW CORPORATE HEADQUARTERS

As part of company's transformation plan, Sara Lee will add up to 400 jobs to the Chicago area, bringing total Chicago area employment to approximately 1,000 people

Company to retain nearly 70 jobs in downtown Chicago

CHICAGO (April 29, 2005) – Sara Lee Corporation today announced that it has selected 3500 Lacey Road in The Esplanade at Locust Point business park in Downers Grove, Ill., as the new location of its corporate headquarters. The facility will be the new home to the majority of Sara Lee's corporate staff as well as the company's North American operating businesses.

On Feb. 10, 2005, the company announced a bold and ambitious transformation plan to drive long-term growth and performance. Sara Lee's transformation is built upon three pillars: organizing its business operations around consumers, customers and geographic markets; focusing its portfolio; and increasing operational efficiency to fund growth.

"In transforming Sara Lee into a premier consumer products company focused on food, beverage and household products, we are undergoing a dramatic culture shift from a collection of companies to a single operating enterprise. A critical part of our transformation strategy is that – for the first time in Sara Lee's history – we are bringing operating management together in a single location, where they will also be joined by the corporate staff," said Brenda C. Barnes, president and chief executive officer, Sara Lee Corporation. "This will provide a natural catalyst for sharing best practices and pursuing growth opportunities across the businesses, as well as provide our employees with great opportunities for professional development and career growth."

As part of the transformation, the company is moving its bakery and packaged meats businesses from St. Louis and Cincinnati, respectively, as well as its beverage business in Rolling Meadows, Ill., to the Downers Grove location to form two business segments: Sara Lee Food & Beverage and Sara Lee Foodservice. Sara Lee will begin relocating employees into temporary space in its new headquarters building this summer, and anticipates the entire move will be completed by July 2006. In addition, the company will retain nearly 70 accounting, tax and shareholder services employees in a corporate finance center in downtown Chicago. These functions are deeply immersed in transformation actions and corporate activities that are managed independently from the consolidation of operating activities at the new headquarters location.

“We are delighted that Sara Lee’s headquarters will remain in the Chicago area, which is without a doubt the best location in the country for a company such as ours. The access to transportation, suppliers and other business resources that the Chicago metropolitan area provides for the company, as well as the quality of life that can be enjoyed by our employees, is unmatched anywhere in the United States,” said Barnes. “The facility in Downers Grove is a great opportunity that not only meets our space needs, but also offers Sara Lee the ability to create a workplace consistent with our new evolving culture and serve us well in attracting and retaining best-in-class talent.”

Sara Lee Corporation (www.saralee.com) is a global manufacturer and marketer of high-quality, brand-name products for consumers throughout the world. The company has operations in 58 countries and markets products in nearly 200 nations.

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