



NEWS RELEASE

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Sara Lee Appoints Acosta for Meat/Deli Business

(Jacksonville, Fla., September 24, 2004) —

Sara Lee Foods, a division of Sara Lee Corporation, has appointed Acosta as its national retail merchandising partner for its meat and deli business across the U.S. effective November 1. Acosta will have retail responsibility in the grocery and mass channels.

Monty Pooley, Sara Lee Chief Customer Officer and Sr. Vice President, noted, "Acosta's significant presence in the fresh foods category and national scope, along with its commitment to technology were factors in our decision. In addition, Acosta's Fresh Foods structure and model differentiated the company from its competition. We believe this unique approach will deliver a competitive advantage for Sara Lee in the marketplace."

According to Acosta CEO Gary Chartrand, "Acosta's firm commitment and understanding of the fresh foods business segment will help to further grow Sara Lee's meat and deli brands."

Familiar Sara Lee brands in the meat and deli segments include Ball Park™, Bryan™, Hillshire Farm™, Kahn's™, State Fair™, Jimmy Dean™, and Sara Lee deli meats and cheeses.

About Sara Lee Foods

Sara Lee Foods, a division of Sara Lee Corporation, manufactures and markets a variety of packaged foods within the United States, Europe and Mexico. Sara Lee Foods' leading brands include Sara Lee, Jimmy Dean, Ball Park, Hillshire Farm, State Far, Aoste, Justin Bridou, Nobre, Kir, and Zwan. For more product or recipe information, please visit the Sara Lee Foods' website www.saralee.com.

Acosta Sales and Marketing Company

Acosta Sales and Marketing Company is a leading full-service sales and marketing agency in North America, providing outsourced sales, merchandising, marketing, and promotional services to manufacturers in the consumer packaged goods (CPG) industry. Headquartered in Jacksonville, Fla., Acosta has operations throughout the U.S. and Canada. For more information visit www.acosta.com.