

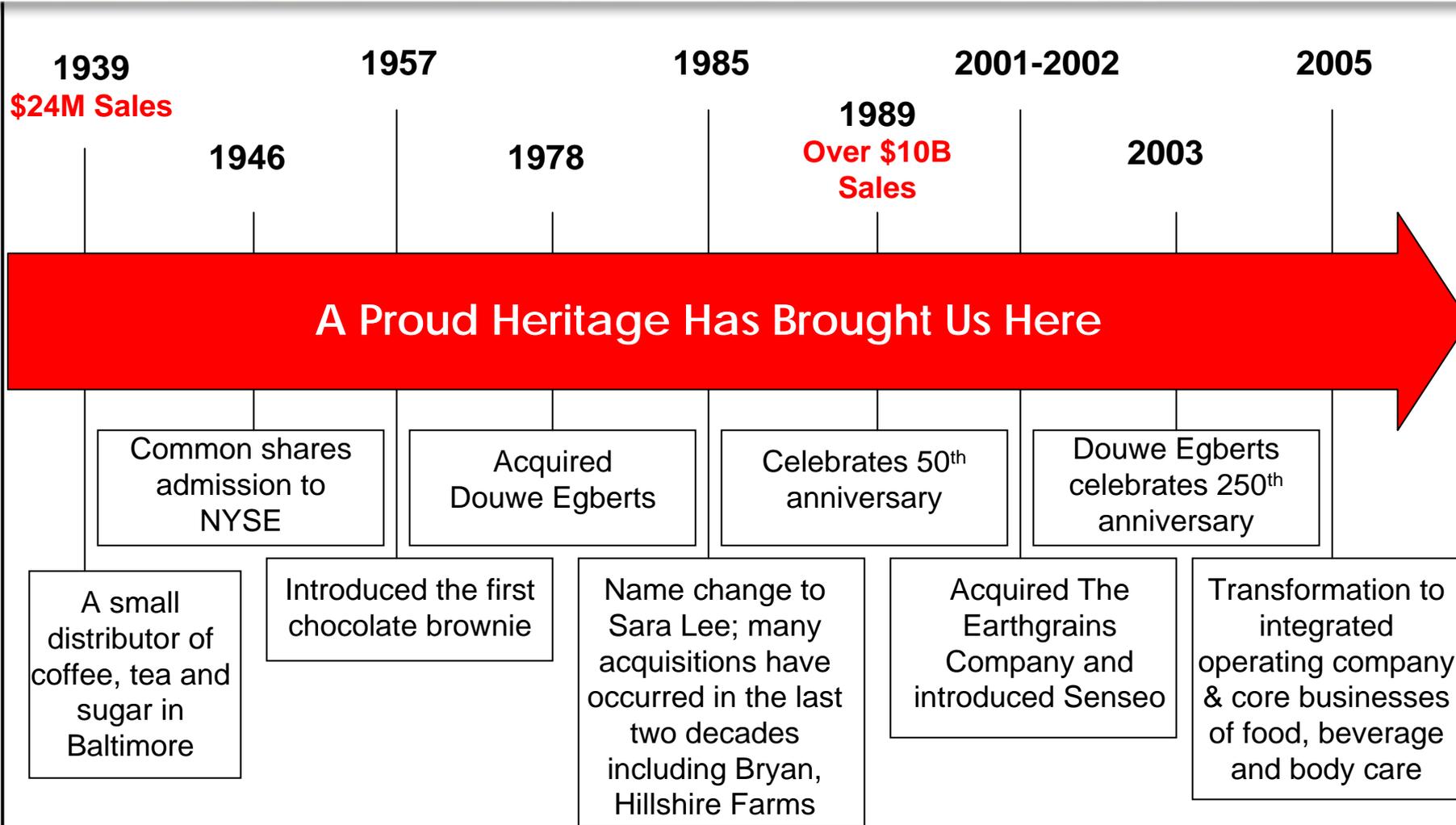
The Sara Lee logo is displayed in a white, elegant cursive font against a solid red rectangular background.

## Sara Lee and SFI Partnering in Sustainability



Senseo®

# Sara Lee History



# 2008 – Sara Lee at a Glance

- **Market cap of \$12.8 billion**
- **6 business segments**
  - North American Retail Meats
  - North America Retail Bakery
  - Foodservice
  - International Beverage
  - International Bakery
  - Household & Body Care
- **52,000 employees**
- **Operations in over 40 countries**
- **Products marketed in over 200 countries**

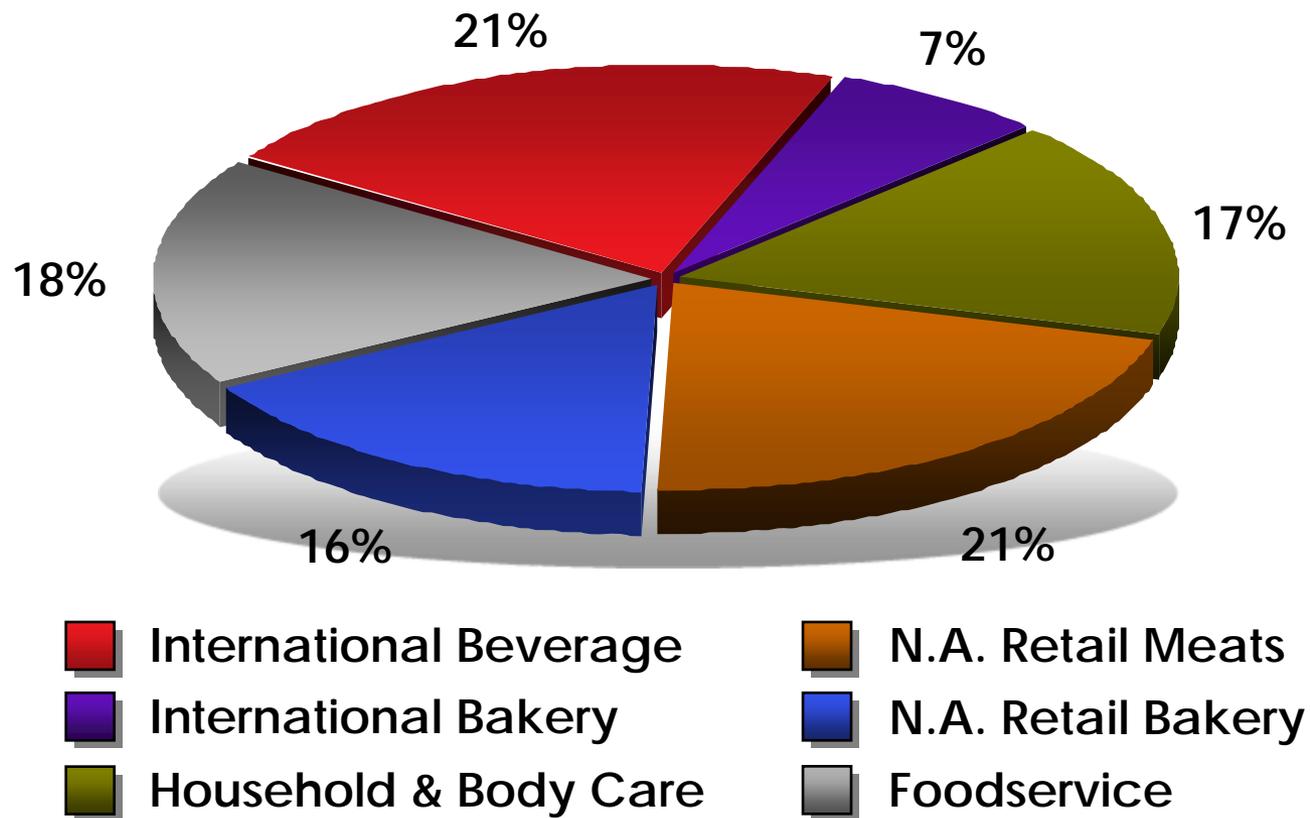
# Sara Lee's Global Footprint



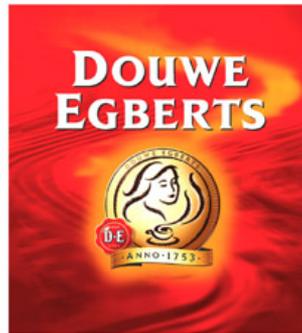
■ Manufacturing and/or office locations

# Product Mix

Net sales FY07



# Portfolio of Leading Brands



# Key Global Customers



Helping make your life easier.



# *Sara Lee Corporation Sustainability Statement*

*“Sara Lee is committed to promoting wellness and nutrition, supporting our communities, and protecting our planet, in a manner consistent with our core values.”*

# SLC Sustainability Commitment

We are committed to offering a spectrum of products while keeping in mind the well-being of our consumers and delighting them with great products.

We are committed to supporting sustainable, economic, environmental and social improvements in the global communities where we do business.

We are committed, consistent with our core values, to considering the interests of future generations when making today's business decisions.

## Wellness & Nutrition

- Communicate openly, accurately, and responsibly about our products with consumers, customers and stakeholders so they can make informed choices;
- Encourage balanced lifestyles that include responsible enjoyment of a variety of foods and beverages and physical activity;
- Use consumer input, science-based knowledge and recognized experts to develop and maintain our products to fulfill the physical and emotional needs of consumers;
- Ensure the safety, quality and great taste of our products;
- Provide a safe and healthy workplace for our employees.

## Environment

- Design, maintain and operate our facilities to optimize the use of all resources (water energy, raw materials, etc);
- Optimize the utilization of non-renewable resources;
- Seek opportunities to increase usage of renewable energy and resources;
- Design, package and distribute our products in a manner that lessens their impact on the eco-system.

## Social Responsibility

- Maintain and enhance programs that promote responsible and ethical behavior throughout our business;
- Support the professional growth and development of our employees;
- Foster a culture of diversity and inclusion where all are treated with respect;
- Influence community diversity through cultural enrichment initiatives;
- Promote helping those in need with product donations, food recovery assistance, women's self-sufficiency initiatives, and school nutrition programs;
- Proactively seek ideas for improving the sustainability of our business model by establishing and maintaining dialog with appropriate stakeholders.

# Why is Sara Lee partnering with SFI?

## Sara Lee's Values Align with SFI

- ✓ Act with INTEGRITY
- ✓ Use IMAGINATION
- ✓ Be INCLUSIVE
- ✓ Work as a TEAM
- ✓ Have a PASSION to excel

# Why SFI?

- The SFI program is designed to ensure that future generations of Americans will have the same abundant forests that we enjoy today.
- SFI in North America has over 150 million acres under certification
- Credible standard and 3<sup>rd</sup> party independent certification audit
- Strongly supported by numerous conservation groups and retailers
- Readily available supply of certified fiber from well-managed sources
- Marketing campaign to further brand SFI
- SFI fits well to Sara Lee's supply base

# What is SFI Chain of Custody?



**SFI Certified Forest**



**SFI Certified Pulp & Recycled Material**



**SFI Certified Packaging**



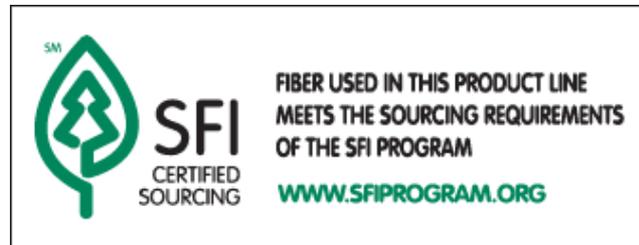
**SFI Certified Converter**



**SFI Certified Paper**

# Supplier Partnerships

- Sara Lee's 3 main suppliers Smurfit, Georgia Pacific and IP for corrugated cases are SFI certified
- In August 2008 the SFI logo for all new printing on corrugated was implemented



- Sara Lee's folding carton supplier, Graphics Packaging (Alvity), has just completed the certification audit
- Effective Oct., 2008 all new printing of folding cartons will carry the SFI logo

# Sara Lee's Communication of SFI

- Sara Lee has already begun communicating to our key customers that our corrugated is certified and timing on folding cartons
- Customer marketing has added SFI to their tool box on sustainable initiatives
- We plan to communicate our partnership with SFI on our website
- Go to <http://www.saralee.com/AboutSaraLee/Sustainability.aspx> for more information on sustainability at Sara Lee

# SFI Makes all of us smile



 SUSTAINABLE FORESTRY INITIATIVE *Good for you. Good for our forests.*

*I have this on my office wall, do you?*