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SARGENTO ANNOUNCES CHANGES IN FOOD SERVICE DIVISION

PLYMOUTH, Wis. (August 12, 2008) – Sargento Foods Inc. has announced several important changes and new developments in its Food Service Division. Sam Colson will be retiring from his position as President of the Food Service Division after twenty years with Sargento effective August 29. Colson joined the company in 1988 as Manager of Distribution Sales. Over the twenty years that followed, he actively worked to grow the division significantly, as Vice President –Sales, and President since 2003, resulting in continued growth in annual sales volume.

“We deeply appreciate all of the things he’s done for this company, and we wish him well in his retirement.” said Lou Gentine, chairman and chief executive officer of Sargento.

Kevin Delahunt has been appointed as President of the Food Service Division, replacing Colson. Delahunt joined Sargento in April 1991 as Director of Marketing for the division, followed by a series of promotions, including Vice President of Marketing of the Food Service Division. In his most recent role as President of the Food Ingredients Division, Delahunt’s leadership resulted in sustained growth in sales and profits.

Mike Sokol will be joining Delahunt in the Food Service Division as Vice President of Sales. Sokol joined Sargento in 1993 as Regional Sales Manager in the Consumer Products Division, garnering increasingly important sales positions within the retail division over the past 15 years, most recently as VP-Sales.

“Both Kevin and Mike will be vital assets to Food Service, bringing with them cross-divisional experience that will lend to the company’s continued growth,” said Gentine. “I’m confident to see both of them in these vital positions of leadership.”

Sargento Foods Inc. has demonstrated its passion for cheese throughout its history. Founded in 1953 in Plymouth, Sargento is a leading manufacturer, packager and marketer of natural shredded, sliced and snack cheeses, cheese appetizers, ingredients and sauces. Sargento is owned and operated by the Gentine family, and has net sales of more than \$700 million.

Additional information may be obtained by contacting Rory Swikle at 312-755-6207 or via email at rswikle@wheatleytimmons.com.

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