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SARGENTO WORKFORCE CHANGES ENHANCE PLANS FOR FUTURE

David Vroom Appointed as Senior Vice President and General Manager and Rod Hogan Promoted to Senior Director of New Business Development

PLYMOUTH, Wis. (August 12, 2008) – Sargento Foods Inc. has announced the appointment of David Vroom as Senior Vice President and General Manager of the newly created Sargento Culinary Solutions (SCS) Division, and the promotion of Rod Hogan, who will be replacing Vroom, as Senior Director of New Business Development.

Vroom's new responsibilities will include the development and commercialization of new culinary product and delivery capabilities. While still in the developmental phase, the SCS division will focus on entering new market segments for the foodservice and food ingredients sectors with an emphasis on sauce, soups and sides.

“David's new and exciting assignment is a response to the growing needs of customers in both of these important segments.” said Lou Gentine, chairman and chief executive officer of Sargento. “He has played lead roles in both the development and launch of new products serving all segments of our food business including our recently launched retail line, *Finishers*, and we are extremely confident his experience and strong strategic insight will deliver solutions for unmet customer needs.”

Hogan will be replacing Vroom as Senior Director of New Business Development. He joined the Sargento family in 1996 as a Product Development Scientist in the Sargento Research & Development Group and progressed to Director of Natural Cheese. In September of 2004, he began his current assignment as a director on the New Business Development team. Now leading this team, his responsibilities will include the development and expansion of the company's core product portfolio for our Food Service, Food Ingredient and Consumer Products divisions.

“Since joining Sargento, Rod has quickly progressed through several research roles,” said Gentine. “His hard work and innate understanding of Sargento as both a brand and intimate customer partner will lead to great success, both for himself and for the company.”

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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