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SARGENTO AND GREEN BAY PACKERS STRENGTHEN PARTNERSHIP TO FIGHT HUNGER
Partnership has raised more than \$267,000 to help the Wisconsin Hunger Task Force

PLYMOUTH, Wis. (September 8, 2008) – Fans are excited for the upcoming Green Bay Packers’ season, but green and gold enthusiasts will be rooting for more than just an onslaught of touchdowns from their new offense, they will be cheering for the support of families in need.

For the sixth consecutive season, Sargento and the Green Bay Packers have teamed up to support “Touchdowns for Charity,” a program that raises money for the Wisconsin Hunger Task Force. Sargento will donate \$1,000 to the Hunger Task Force for every offensive touchdown scored by the Packers throughout the 2008-09 season. Building on their commitment to fight hunger across Wisconsin, Sargento announced they will donate an additional \$500 to Paul’s Pantry in Green Bay for every touchdown scored by a wide receiver – 30 touchdowns were scored by wide receivers in 2007.

Since partnering with one of the best franchises in the NFL five years ago, Sargento – the official cheese of the Green Bay Packers and Lambeau Field – has contributed more than \$267,000 to the Hunger Task Force.

“We believe the Packers are primed for another successful year and we’re excited to help celebrate our 6th year anniversary with this program by adding the additional \$500 incentive for each wide receiver touchdown scored,” said Louie Gentine, President of the Consumer Products Division at Sargento. “As the official cheese of the Packers, we’re proud to demonstrate not only our commitment to the team, but also our long-term commitment to helping feed those in need within the Wisconsin community.”

Following each Packers’ touchdown, the total money raised for the score will be displayed on Lambeau Field’s TundraVision throughout the season. Fans can learn more about contributing to the Hunger Task Force at www.hungertaskforce.org or Paul’s Pantry at www.paulspantry.com.

Sargento, a family-owned, Wisconsin-based company, is supporting Packers’ licensing throughout Wisconsin grocery retailers during the season with in-store display contests and special product promotions to generate excitement with Packer fans. Sargento is also present at Lambeau in concessions with cheeseburgers featuring Sargento Deli Style Cheddar cheese. To learn more about Sargento visit www.sargento.com.

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About Sargento

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 in excess of \$700 million.

About Hunger Task Force

A United Way agency, the Hunger Task Force is the only major food bank in Milwaukee County that provides all of its food to area pantries free of charge. The agency believes that every person has the right to adequate food obtained with dignity, and works to prevent and alleviate hunger and malnutrition by providing food to people in need today and by promotion social policies to achieve food security tomorrow.

About Paul's Pantry

Since 1984, Paul's Pantry has distributed over 66.8 million pounds of food to the needy of Brown County. Paul's Pantry was one of the first food pantries to seek available surplus food from the marketplace and relies entirely on the community for its donations. Its goal is to provide a family with enough food every week for as long as needed, so that they may use their food dollars to avoid homelessness.

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