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**Sargento Announces the prestigious broker of the year
award recipients**

PLYMOUTH, Wis. (April 20, 2010) – As a leader and cheese industry innovator for more than 50 years, Sargento Foods Inc. is proud to name Linda Lamberson, of the Acosta Sales & Marketing Tampa office, and Kevin Nelson, of the Acosta Sales & Marketing Kansas City office, with the Broker of the Year Awards.

“Passion, execution and creative thinking are the elements we look for when choosing the recipients of an award at the caliber of Broker of the Year,” said Louie Gentine, president and chief customer officer at Sargento. “We congratulate Linda and Kevin on being chosen for this prestigious award.”

While executing numerous successful co-marketing programs and account specific FSI tie-in promotions, Linda maintained excellent customer relationships and held regular meetings with the Category Manager and Perishables Vice President to ensure the security of Sargento product lines at store level. Linda finished 59% ahead of a year ago and maintained distribution of eight Sargento Finshers items at her key customer.

After delivering an outstanding Sargento cheese volume performance with a 37% increase from last year and 26% ahead of budget, Kevin is named Broker of the Year. This was the first time that Kevin surpassed 2MM pounds at his key account.

Additional information may be obtained by contacting Krista Cortese at 312-755-6205 or via email at kcortese@wheatleytimmons.com.

Sargento Foods Inc. has demonstrated its passion for cheese and cheese-based solutions 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 \$900 million.

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