

Contact: Barbara Gannon
Sargento Foods Inc.
920-892-3530
bgannon@sargento.com

Rory Swikle
Wheatley & Timmons, Inc.
312-755-6207
rswikle@wheatleytimmons.com

Louie Gentine Promoted to Sargento President & Chief Customer Officer

PLYMOUTH, Wis. (December 7, 2009) – Lou Gentine, Chairman and CEO announces the appointment of Louie Gentine as President & Chief Customer Officer of Sargento Foods. This change results from the planned retirement of Bob Clouston, the current President & Chief Customer Officer, and the leadership demonstrated by Louie Gentine in the family–owned company.

“Bob has made many significant and lasting contributions to our success since he was hired in 2000, and we wish him the best in his retirement,” commented Lou Gentine. “With Bob’s transitional counsel and mentoring, Louie is well-prepared to build upon our recent successes.”

Louie earned his bachelor’s of business administration in finance from the University of Notre Dame and his MBA from Loyola University. After spending three years in commercial banking, Louie returned to Sargento and has had many cross-functional training and leadership experiences in marketing, production, procurement and most recently as President of the Consumer Products Division. In his new role, Louie will have responsibility for the company’s four sales divisions, new product development, and corporate-wide customer and consumer research.

Louie and his wife, Paula, are the parents of four children and live in Plymouth, Wis.

Sargento is a family–owned, manufacturer and marketer of natural shredded, sliced and snack cheeses, appetizers, cheese ingredients, sauces and meal solutions servicing the retail, deli, foodservice and industrial segments of the food industry.

###