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SARGENTO AND GREEN BAY PACKERS CONTINUE COMMITMENT TO FIGHT HUNGER
Touchdowns for Charity Partnership has raised more than \$422,500 to help feed Wisconsin families

PLYMOUTH, Wis. (September 8, 2009) – As the 2009 football season kicks off, Green Bay Packers fans will once again be cheering for more than just wins from their beloved green and gold, they will be supporting families in need.

For the seventh consecutive season, Sargento and the Green Bay Packers have teamed up to support “Touchdowns for Charity,” a program that raises money for Wisconsin communities. Sargento will donate \$1,000 to the Wisconsin Hunger Task Force for every offensive touchdown scored by the Packers throughout the 2009 regular season, along with an additional \$500 to Paul’s Pantry in Green Bay for every touchdown scored by a wide receiver.

“It is exciting to know we were able to help so many Wisconsin communities last year with our 39 offensive touchdowns and 18 touchdown receptions by wide receivers,” said James Jones, wide receiver for the Green Bay Packers. “We expect this year to be even bigger and better with plenty of scoring to help drive the Sargento Touchdowns for Charity program.”

Since partnering with one of the best franchises in the NFL six years ago, Sargento – the official cheese of the Green Bay Packers and Lambeau Field – has contributed more than \$422,500 to Wisconsin food charities, such as the Hunger Task Force and Paul’s Pantry.

“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,” said Louie Gentine, President of the Consumer Products Division at Sargento.

Following each Packers game, a running total of the money raised will be displayed on Lambeau Field’s TundraVision, as well as announced via a public address message. TundraVision and PA messages are also featured in-game after every Packers offensive touchdown. A running tally of the donation amount will also be posted on www.Packers.com 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 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 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 \$900 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 71.4 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.