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### **Sargento Names New President - Consumer Products Division**

**PLYMOUTH, Wis. (December 7, 2009)** – Michael Pellegrino has joined Sargento Foods Inc. as President of its Consumer Products Division. This announcement comes from Louie Gentine, the recently appointed corporate President and Chief Customer Officer, who Michael replaces, and Lou Gentine, Chairman & CEO.

Pellegrino brings extensive strategic planning, consumer products marketing and sales experience to Sargento from Kraft Foods, most recently as Senior Vice President - Global Strategic Planning. He has also served as General Manager and Senior Vice President of Kraft Pizza Company and Vice President - Marketing & Strategy of Kraft's Cheese Division. He earned both his bachelor's of science in business administration and his MBA in marketing from the University of Wisconsin-LaCrosse.

Pellegrino will report to Louie Gentine and together they are expected to continue the momentum of strong volume and brand equity growth fueled by innovation that is a hallmark of Sargento.

Michael and his wife, Maryellen, are the parents of four children. They currently live in Lake Bluff, Ill., and will relocate to the Plymouth area.

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.

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