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**SARGENTO HEIGHTENS DEDICATION TO INNOVATION WITH THE
PROMOTIONS OF KRISTI JANKOWSKI AND ROD HOGAN**

PLYMOUTH, Wis. (January 29, 2010) – As a leader in dairy innovation for more than 50 years, Sargento Foods Inc. continues its dedication to developing cheese, cheese-based and other culinary solutions with the promotions of Kristi Jankowski to Senior Vice President of Innovation and Rod Hogan to Vice President of New Business Development. Jankowski will report directly to Lou Gentine, chairman and chief executive officer. Hogan will report to Jankowski.

“Innovation has always been a hallmark for Sargento and we plan to carry on that tradition for years to come,” said Gentine. “It is for this reason we are excited to further elevate our commitment to innovation and congratulate Kristi and Rod on their recent promotions, as we are looking forward to the impact they will have at Sargento in their new roles.”

In her new position as Senior Vice President of Innovation, Jankowski will be responsible for corporate-wide innovation strategy, prioritization, research and other product development activities. Since joining Sargento in 1999, Jankowski has held a variety of roles and responsibilities, including serving as Vice President of Research and Development. Prior to Sargento, she served as a Senior Research Scientist of Product Development with Kraft Foods. Jankowski earned her master of science and her bachelor’s degree from the University of Wisconsin-Madison.

Hogan has been appointed Vice President of New Business Development, where he will continue building upon past new business development successes as part of the innovation team. Hogan joined the Sargento family in 1996 and has served as a Senior Product Development Scientist, Director of Natural Cheese and most recently as Senior Director of New Business Development. Previous to Sargento, he worked at Kraft Foods as a Senior Research Scientist. Hogan earned his MBA from Marquette University and his bachelor’s degree from Millersville University in Millersville, Pa.

Additional information may be obtained by contacting Rory Swikle at 312-755-6207 or via email at rswikle@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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