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SARGENTO PROMOTES TWO WITHIN OPERATIONS DEPARTMENT

PLYMOUTH, Wis. (February 5, 2010) – Sargento Foods Inc. announces the promotions of Shawn Marcom to Vice President of Procurement and Gary Vissers to Vice President of Demand Planning.

“Customer satisfaction remains a top priority for Sargento, ” said Lou Gentine, chairman and CEO of Sargento. “We are excited to continue our commitment to collaboration with our customers and congratulate Shawn and Gary on their recent promotions.”

As Vice President of Procurement, Marcom will continue to further execute and build on record procurement volumes secured in 2009. He will be responsible for overseeing the ingredient and supply area teams, as well as developing strong supplier relationships and negotiating supplier agreements. Marcom joined the Sargento family in 1996 and has served in many roles, the most recent being Senior Director of Procurement. Marcom brings more than 20 years of procurement experience to his new position and has received two Chairman’s Awards. He is also a Certified Purchasing Manager. Prior to beginning his career with the Sargento, he worked as a Purchasing Agent for Kaukauna Cheese. Marcom earned his master’s degree from Concordia University in Wisconsin and his bachelor’s degree from the University of Wisconsin-Stevens Point.

In recognition of his contributions and successes since joining the Sargento family in 1995, Vissers has been appointed Vice President of Demand Planning. In this role, he will be responsible for oversight and support in continuing to streamline the capacity planning process, while balancing inventory controls. In addition, he will provide direction for master data planning, vendor managed inventory requirements and trim management. Most recently, Vissers collaborated with customers while serving as Senior Director of Planning and Supply. He earned his bachelor’s degree from the University of Wisconsin-Madison and his master’s degree from Regis University in Denver, Colo.

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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