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**SARGENTO AND THE GREEN BAY PACKERS TEAM UP TO FIGHT HUNGER WITH PAUL'S PANTRY FOR A SECOND SUCCESSFUL YEAR**

**Plymouth, Wis. (December 2, 2009)-** While captivating fans throughout the season on the field, the Green Bay Packers battled an adversary greater than the opposing team off the field; they attacked the problem of hunger across Wisconsin. Partnering with Sargento Foods Inc. for the seventh consecutive season, every offensive touchdown by the Packers throughout the season helped feed Wisconsin families in need through "Touchdowns for Charity."

Continuing its commitment to fight the battle against hunger, Sargento announces it will donate \$500 to Paul's Pantry for every touchdown made by a Green Bay Packers' wide receiver during the 2009-2010 season. With 12 touchdowns scored by wide receivers this season, Sargento and the Green Bay Packers are on the way to a victory against hunger.

Since partnering with one of the greatest franchises in the NFL seven years ago, Sargento, the official cheese of the Green Bay Packers and Lambeau Field, has contributed more than \$450,000 to help feed thousands of people across the state through Paul's Pantry and the Hunger Task Force.

"As the official cheese of the Packers, we're proud to continue our commitment to helping feed those in need within Brown County and many other Wisconsin communities," 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 an in-game 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](http://www.packers.com) throughout the season. Fans can learn more about contributing to Paul's Pantry by visiting [www.paulspantry.com](http://www.paulspantry.com).

Sargento, a family-owned, Wisconsin-based company, is also present at Lambeau Field in concessions with cheeseburgers featuring Sargento Deli Style Cheddar cheese. To learn more about Sargento, visit [www.sargento.com](http://www.sargento.com).

### **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 promoting 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.

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