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FOR IMMEDIATE RELEASE,

Ken Tobey Joins Sargento

Strong analytics background and experience to bolster company's marketing and sales initiatives

PLYMOUTH, Wis. (Oct. 4, 2010) – Sargento Foods Inc. announced today the appointment of Ken Tobey as senior manager of analytics. In his new role, Tobey will be responsible for planning and directing syndicated market research activities to support marketing and sales initiatives.

"We are pleased to welcome Ken to the Sargento family and are confident he will be a great asset to the company," said Louie Gentine, president and chief customer officer at Sargento. "His strong background in analytics and expertise in forecasting, category management, retailer shopper research and marketing mix analysis will provide Sargento with valuable insight in sustaining volume growth."

Prior to joining Sargento, Tobey worked across a number of research areas at P&G. Most recently, he acted as the business optimization manager for a variety of branded paper products with P&G in Cincinnati, Ohio. Before P&G, Tobey spent 10 years with The Gillette Company, holding a variety of analytical roles within sales and marketing functions, focusing on forecasting and category management.

Tobey is a native of Nashua, New Hampshire. He earned a master's degree in business administration in marketing from Boston College, Chestnut Hill, Massachusetts, and a bachelor's degree in international business and management from Babson College, Wellesley, Massachusetts.

About Sargento Foods Inc.

Sargento Foods Inc. has demonstrated its passion for cheese and cheese-based meal 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, sauces and other culinary solutions. Sargento is owned and operated by the Gentine family, and has net sales of more than \$900 million. For more information, please visit www.sargento.com.

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