



NEWS RELEASE

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DILLON'S TO HELP KIDS IN NEED GET SCHOOL SUPPLIES

Partnership with Sara Lee® Corporation and SHOPA Kids In Need Foundation Helps Teachers and Students at Low-Income Schools

HUTCHINSON, KANSAS – Dillon Stores in Kansas, Missouri, Arkansas, and Oklahoma, have partnered with Sara Lee, KSN Channel 3, KFDI, Magic 92.3 and SHOPA (School, Home & Office Products Association) Kids In Need Foundation to provide school supplies to impoverished children and under-funded teachers. From August 21 to September 30, 2005, a percentage of sales of Sara Lee brand meats, including Ball Park, Jimmy Dean, Hillshire Farm, Kahn's, Emeril's and State Fair, purchased at Dillons will go toward funding the purchase of school supplies for needy kids. Additionally, starting August 1, collection bins will be set up at Dillons to collect donations of school supplies. All donations made at Dillons will go to local schools to help local kids.

Across the country, approximately 13 million children are living below the poverty line. The mission of the Dillons, Sara Lee and SHOPA Kids In Need Foundation partnership is to raise money and collect school supplies that will help supply as many students as possible with the paper, pencils and other basic supplies they need to do their work. According to teachers and principals, needy students who are given the necessary tools for school are likely to experience improvements in classroom behavior, a rise in test scores, and a drop in absenteeism.

“Our partnership with Sara Lee and SHOPA Kids In Need Foundation will help millions of students start each school day with the tools they need to succeed,” said Su-Ella McKinzie. “Dillons is proud to support a program that helps the young minds of today participate in the learning experience.”

“Sara Lee, Dillons and our Media Partners are making great strides to help children get the school supplies they need. It is often taken for granted that students have simple things like notebook paper or pencils for school, but, in reality, many don’t. Through our 21 resource centers nationwide, teachers can ‘shop’ for free school supplies to be used by their students to make certain that a lack of school supplies is never a reason for not participating in the classroom,” said Paul Bierhaus, chair of the SHOPA Kids In Need Foundation Board of Directors.

“Sara Lee is dedicated to feeding, clothing and caring for families the world over, which includes ensuring that students have all the necessary keys for success. Every purchase of Sara Lee brand meats will help children have better, more productive days at school,” said Sara Matheu, Director of Public Relations for Sara Lee Food and Beverage.

Through the sale of Sara Lee meat brands including Sara Lee, Ball Park, Jimmy Dean, Hillshire Farm, Kahn’s, Emeril’s and State Fair, Sara Lee has guaranteed a minimum contribution of \$100,000 with a goal of providing \$1 million worth of school supplies nationwide. All donated school supplies and proceeds from the sale of Sara Lee meat brands will go toward funding the purchase of school supplies for needy kids.

About Dillons

Headquartered in Hutchinson, Kansas, Dillon Stores operates 109 stores in Kansas, Missouri, Nebraska, Oklahoma and Arkansas. Dillon Stores is a division of The Kroger Company, one of the nation’s largest food retailers, based in Cincinnati, Ohio.

About Sara Lee

Sara Lee Food & Beverage is the leading North American retail food division of Sara Lee Corporation (NYSE:[SLE](#) - [News](#)). Based in Downers Grove, Ill., SLF&B develops and sells many of the world's favorite high-quality baked goods, meats and coffee. Leading brands and products include Sara Lee fresh breads, frozen desserts and deli meats, Hillshire Farm lunchmeats, Jimmy Dean sausage and breakfast foods, Ball Park franks and the Senseo single-serve coffee system that uses the Douwe Egberts brand of European-style premium coffee.

About SHOPA Kids In Need Foundation

The SHOPA Kids In Need Foundation is a national non-profit organization providing school supplies to impoverished children and under-funded teachers. A 501(c)(3) charitable organization founded in 1995 by SHOPA, the School, Home, & Office Products Association, the Foundation's mission is to recognize, promote, and support initiatives that foster educational excellence. The Foundation supports 21 Kids In Need Resource Centers that allow teachers from low-income schools to obtain free school supplies for their students. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. Now in its tenth year, the SHOPA Kids in Need Foundation has distributed more than \$150 million in school supplies, directly benefiting 1.1 million students and 65,000 teachers annually. For more information, call 800-854-7467 or visit www.kidsinneed.net.

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