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**Sargento Announces Three Promotions within Accounting
Positions to Support Long Term Growth**

PLYMOUTH, Wis. (Nov. 29, 2011) – Sargento Foods Inc. today announced the promotions of Jim Birenbaum, Bob Campbell and Lisa Heider within the company’s accounting department. The changes support a new strategic analysis group providing dedicated financial resources to all four Sargento divisions and operations.

“Our business continues to grow in terms of scale and complexity, expanding our need for meaningful insights,” said George H. Hoff, executive vice president and chief financial officer at Sargento. “We look forward to reaching new heights with our strategic analysis group.”

Jim Birenbaum, who has been promoted to vice president of strategic analysis, will lead the group. In this role, Birenbaum will oversee all group activity, including proactive analysis and ongoing counsel aimed at improving customer profitability, reducing costs and advancing operating efficiencies. Birenbaum will be supported by a team of three managers, including Bob Campbell, who has been promoted to senior manager of financial analysis.

Also, Lisa Heider has been promoted to controller, responsible for all day-to-day activities connected to maintaining the integrity of the Sargento general ledger system and related financial reports.

“Sargento always has had an incredibly talented financial team with strong leaders, and Jim, Bob and Lisa are great examples of how talented people add value to the Sargento family each and every day.” said Hoff.

For more information, visit www.sargento.com.

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 approaching \$1 billion. For more information, please visit www.sargento.com.

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