

Edgar Filing: Sara Lee Corp - Form FWP

Sara Lee Corp  
Form FWP  
August 30, 2010

Filed Pursuant to Rule 433

Registration Statement No. 333-158504

August 30, 2010

Sara Lee Corporation

Pricing Term Sheet 2015 Notes

|                                     |   |
|-------------------------------------|---|
| Issuer:                             | Sara Lee Corporation  |
| Size:                               | \$400,000,000   |
| Trade Date:                         | August 30, 2010   |
| Format:                             | SEC registered  |
| Maturity:                           | September 15, 2015  |
| Coupon:                             | 2.75%   |
| Price:                              | 99.939% of face amount  |
| Yield to maturity:                  | 2.763%  |
| Spread to Benchmark Treasury:       | 1.370%  |
| Benchmark Treasury:                 | 1.250% due August 31, 2015  |
| Benchmark Treasury Price and Yield: | 99-10, 1.393%   |
| Interest Payment Dates:             | March 15 and September 15, commencing<br>March 15, 2011                                       |
| Redemption Provisions:              |   |
| Make-whole call                     | At any time at a discount rate of Treasury<br><br>plus 25 basis points                        |
| Settlement:                         | T+5; September 7, 2010  |
| CUSIP:                              | 803111 AR4  |
| Joint-lead Managers:                | Banc of America Securities LLC<br>J.P. Morgan Securities Inc.<br>BNP Paribas Securities Corp. |

**The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at [www.sec.gov](http://www.sec.gov). Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling or emailing Banc of America Securities LLC at 1 (800) 294-1322 or [dg.prospectus\\_distribution@bofasecurities.com](mailto:dg.prospectus_distribution@bofasecurities.com) or call J.P. Morgan Securities Inc. at 1 (212) 834-4533.**