

IMPORTANT NOTICE

The Depository Trust Company



#: B 0930-12
Date: 06/19/2012
To: All Participants
Category: Dividends
From: Specialist, Stock Dividend Department
Attention: Dividend Managers, Cashiers, and Reorganization Managers
Subject: Separation of Sara Lee Corporation (CUSIP 803111103) via spin-off to DE US, Inc. ("Coffee Co"), Contra CUSIP 803111970
Rate: 1 for 1, plus a \$3.00 special dividend payment, and a 1 for 5 reverse stock split and name change to Hillshire Brands Company, CUSIP 432589109.

IMPORTANT: EUROCLEAR INFORMATION INCLUDED

*****WARNING TIME CRITICAL*****

This important notice is to outline how DTC will announce and process the separation of Sara Lee Corporation's international coffee and tea business, DE US, Inc. (CoffeeCo), followed by a special dividend and merger with D.E MASTER BLENDERS 1753 N.V.

On May 31, 2012, Sara Lee Corporation ("SLE") announced that its board of directors approved the separation of its international Coffee & Tea business ("CoffeeCo") from Sara Lee Corporation. Immediately after the distribution of the CoffeeCo common stock (CoffeeCo will not be DTC eligible) CoffeeCo will pay a \$3.00 per share special dividend. The special dividend will be paid to CoffeeCo's shareholders of record as of the time immediately after the distribution of the CoffeeCo common stock, which are the Sara Lee shareholders of record as of the close of business June 14, 2012. After the distribution of the \$3.00 special dividend, CoffeeCo will merge with D.E MASTER BLENDERS 1753 N.V. The ordinary shares of D.E MASTER BLENDERS 1753 will be exchanged for the shares of CoffeeCo common stock and all of the ordinary shares of D.E MASTER BLENDERS 1753 will be distributed to the CoffeeCo shareholders, which are the Sara Lee shareholders of record as of the close of business on the record date. Additionally, the Sara Lee Corporation board approved a 1-for-5 reverse stock split of Sara Lee Corporation (CUSIP - 80311110 3) common stock and the changing of Sara Lee's name to Hillshire Brands Company, to take effect following completion of the separation.

DTC Announcements and Processing

DTC will be processing a spin-off, a special distribution and a reverse split in line with the above.

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Non-Confidential

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B# 0930-12

Spin-off and Special Dividend \$3.00 per share

Both the spin-off and special dividend will be paid to Sara Lee Corporation (CUSIP - 80311110 3) shareholders as of the record date June 14, 2012. The company has established the close of business June 28, 2012 as the payable date and as a result DTC's payable date will be June 29th 2012. In line with the exchange's announcement of July 3, 2012 (due-bill redemption date), DTC will employ interim accounting on both the spin-off distribution and special dividend beginning on June 15, 2012 up to and including July 3, 2012. The exchange will not be quoting an ex-date for the spin-off and the special dividend.

Spin-off Distribution (DTC function code 11 - Ineligible spin-off)

Shareholders of Sara Lee Corporation (CUSIP - 80311110 3) will be distributed on a 1 for 1 basis. Shares of CoffeCo which will not be made DTC eligible, therefore, the allocation will be made to a DTC Contra CUSIP 803111970 on July 5, 2012 (US holiday July 4th).

On allocation date, DTC will provide the agent, Computershare, with a participant position listing reflecting each participant's entitlement amount of CoffeeCo shares. This is an important step in the process in order for the agent to complete the exchange of the CoffeeCo shares to ordinary shares of D.E MASTER BLENDERS 1753 (ISIN NL0010157558), which will not be eligible at DTC and will trade on the NYSE Euronext Amsterdam.

In order for participants to have their CoffeeCo entitlement shares exchanged for the ordinary shares of D.E MASTER BLENDERS 1753 (ISIN NL0010157558), the Agent, Computershare, is requiring that participants complete the attached EUROCLEAR NEDERLAND instruction form.

WHERE TO FORWARD YOUR EUROCLEAR NEDERLAND INSTRUCTION FORM

**COMPUTERSHARE
480 WASHINGTON BLVD., 27TH FL
ATTN: BARBARA CUMBERLAND / RAY VARGAS
JERSEY CITY, NJ 07310**

BANKS AND BROKERS CALL: 1-212-440-9800 (Georgeson, Inc., Information Agent)

Special Dividend \$3.00 per share (DTC function code 43)

The special dividend of \$3.00 per share will be paid to Coffee Co shareholders of record as of the time immediately after the distribution of the Coffee Co common stock, which are the Sara Lee Corporation (CUSIP - 80311110 3) shareholders of record as of the close of business on June 14, 2012. It is anticipated that DTC will be funded the special dividend on June 29, 2012 and subsequently will release the allocation to participants on June, 29th. However, in line with the due-bill redemption date of July 3, 2012, DTC will employ its supplemental due-bill procedures where trades settling on June 29, 2012 through July 3, 2012, will be adjusted daily for the entitlement of the special dividend.

Continued...

Reverse Split / Name Change (73 - 803111103 - 01)

The Sara Lee Corporation board approved a 1-for-5 reverse stock split of Sara Lee Corporation common stock (CUSIP - 803111103) as well as a name change from Sara Lee to Hillshire Brands Company, to take effect following completion of the separation. **One (1)** share of new Hillshire Brands Company Common Stock (CUSIP 432589109) (Symbol "HSH"), to be issued in exchange for **Five (5)** shares of existing Sara Lee Corporation Common Stock (CUSIP 803111103) (SLE).

Cash will be paid in lieu of issuing fractional shares.

The anticipated market effective date of the consolidation is the opening of business June 29, 2012, however, DTC will not allocate (swing position) to the Hillshire Brands Company (New), (CUSIP 432589109) until July 5, 2012, providing that Hillshire Brands Company (new) is made DTC eligible. Allocating on July 5, 2012, will allow DTC to successfully complete its interim accounting process that is being applied to both the spin-off and special dividend distributions up to and including July 3, 2012.

For additional information regarding the complete NYSE announcements for the above, including trading terms, participants should refer to the NYSE 06/11/12 Daily Listing.

To confirm your Record Date positions, participants should access the Dividend Position and Allocation History (DPAL) Menu Option of the PTS Dividend Announcements Inquiry Function (DIVA).

If there are any questions regarding this Important Notice or the processing of related instructions via EDS, participants should contact DTC's Customer Help Line at (888) 382-2721.

Important Legal Information: *The Depository Trust Company ("DTC") does not represent or warrant the accuracy, adequacy, timeliness, completeness or fitness for any particular purpose of the information contained in this communication, which is based in part on information obtained from third parties and not independently verified by DTC and which is provided as is. The information contained in this communication is not intended to be a substitute for obtaining tax advice from an appropriate professional advisor. In providing this communication, DTC shall not be liable for (1) any loss resulting directly or indirectly from mistakes, errors, omissions, interruptions, delays or defects in such communication, unless caused directly by gross negligence or willful misconduct on the part of DTC, and (2) any special, consequential, exemplary, incidental or punitive damages. To ensure compliance with Internal Revenue Service Circular 230, you are hereby notified that: (a) any discussion of federal tax issues contained or referred to herein is not intended or written to be used, and cannot be used, for the purpose of avoiding penalties that may be imposed under the Internal Revenue Code; and (b) as a matter of policy, DTC does not provide tax, legal or accounting advice and accordingly, you should consult your own tax, legal and accounting advisor before engaging in any transaction.*

EUROCLEAR NEDERLAND Instruction Form

DTC Participant Instruction Form

Please provide instructions below to receive your D.E MASTER BLENDERS 1753 N.V., a public company with limited liability with corporate seat in Joure, the Netherlands ("D.E MASTER BLENDERS 1753"), ordinary shares ("Shares") in book-entry form through Euroclear Nederland. In order to ensure the delivery of your Shares to Euroclear Nederland on the official listing date of D.E MASTER BLENDERS 1753, currently expected to be July 9, 2012, this form must be properly completed and received by Computershare anytime before but no later than 5:00 PM New York City Time on June 29, 2012.

The delivery of your Shares to a Euroclear Nederland account will be done as a free delivery. For delivery to occur, in addition to the delivery instructions you provide on this form, you must send a SWIFT MT 540 message to your Euroclear Nederland custodian or bank for your Shares to be credited to the Euroclear Nederland account specified below. If proper instructions are not provided, delivery of your Shares may be delayed.

Euroclear Nederland Account Number:

Full Name of Euroclear Nederland Account:

Further Credit to Account*:

Further Credit Account Name*:

Receiving Bank/Broker Name:

Receiving Bank/Broker Contact:

Receiving Bank/Broker Phone Number:

DTC Participant Number:

DTC Participant:

DTC Participant Contact:

DTC Participant Phone Number:

****Not mandatory. Only include if you do not have a direct Euroclear Nederland account and are therefore using a local custodian.***

Note – Only one form per DTC participant number will be accepted by Computershare. All of the Shares you are entitled to receive will be credited to the Euroclear Nederland account listed above.

By signing this form, you hereby give an irrevocable power of attorney and instruction to Computershare and ABN AMRO Bank N.V. ("ABN AMRO") to sign a private deed of transfer for the Shares and to take all other actions necessary to deliver your Shares to the Euroclear Nederland account listed above.

Computershare's and ABN AMRO's ability to deliver your Shares is based solely on the instructions provided by you on this form. If your Shares cannot be delivered based on the instructions provided, if your receiving custodian or bank does not provide receiving instructions, or if Computershare or ABN AMRO are otherwise unsuccessful in delivering your Shares, then your Shares will be registered in book-entry form in the D.E MASTER BLENDERS 1753 shareholder register and you may be asked to provide additional instructions and documentation.

HERE ► -----

Signature

Date

Title

[Place Signature Guarantee Medallion Here]

Please send the completed form to the address below via overnight courier:

Computershare
480 Washington Blvd., 27 Floor
Attn: Barbara Cumberland / Ray Vargas
Jersey City, NJ 07310

EUROCLEAR NEDERLAND Instruction Form

Questions and Answers

Q. *What is Euroclear Nederland?*

A. Euroclear Nederland is the central securities depository for NYSE Euronext Amsterdam.

Q. *Where are the Shares expected to trade?*

A. The Shares are expected to be listed and traded on NYSE Euronext Amsterdam under the symbol "DE." Shares will be ineligible for settlement on NYSE Euronext Amsterdam unless they are held in a securities account through Euroclear Nederland.

Q. *What is the ISIN for the Shares?*

A. The ISIN for the Shares is NL0010157558.

Q. *What is the deadline for Computershare to receive this form?*

A. If you do not properly complete and return this instruction form by June 29, 2012 your Shares will be entered into the D.E MASTER BLENDERS 1753 shareholder register maintained on behalf of D.E MASTER BLENDERS 1753 by Computershare. Computershare cannot guarantee that instructions forms it receives later than June 29, 2012 will be processed in time to avoid inclusion of Shares covered by such instruction forms in the D.E MASTER BLENDERS 1753 shareholder register. In order to ensure the transfer of your Shares into your specified Euroclear Nederland account, please send Computershare your instruction form as soon as possible.

Q. *How many Shares will I receive?*

A. You will be entitled to receive one share of common stock of DE US, Inc. for each share of Sara Lee Corporation ("Sara Lee") common stock you held at the close of business on June 14, 2012, the record date. On June 28, 2012, the distribution date, Sara Lee will distribute to Computershare common stock of DE US, Inc. for the benefit of Sara Lee shareholders.

After the distribution, DE US, Inc. will merge with a wholly-owned subsidiary of D.E MASTER BLENDERS 1753. In connection with the merger, you will be entitled to receive one Share of D.E MASTER BLENDERS 1753 for each whole share of DE US, Inc. held for your benefit by Computershare. Computershare and ABN AMRO will attempt to deliver your Shares based on the instructions provided by you on this form.

No fractional Shares will be distributed as part of the merger. ABN AMRO will sell fractional Shares into the open market at prevailing prices and Computershare will distribute the net cash proceeds of such sales in U.S. dollars to shareholders who would otherwise have been entitled to receive fractional Shares.

Important Note: Sara Lee will trade with a due bill for the DE US, Inc. shares (and the DE US, Inc. \$3.00 special cash dividend) from June 12, 2012 through June 28, 2012.

Q. *What information needs to be included in the SWIFT MT 540 message that I send to my Euroclear Nederland custodian or bank?*

A. Please include the following information in your SWIFT MT 540 message:

Share Description: D.E MASTER BLENDERS 1753 N.V.
ISIN: NL0010157558
Euroclear Participant: ABN AMRO
Euroclear #: 28001
Type: Receive Free
Share Amount: TBD
Trade Date: July 9, 2012
Settlement Date: July 9, 2012

Q. *Who do I contact if I have questions?*

A. Please contact Georgeson, Inc., the Information Agent, by telephone 9:00 AM to 6:00 PM New York City Time, Monday through Friday, except for bank holidays:

Banks & Brokers and International calls: 1-212-440-9800
U.S. Toll Free: 1-888-666-2594