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Peter Pan® Peanut Butter and Kimberly Williams-Paisley Announce “Pack a Peanut Butter Sandwich Day” to Fight Child Hunger

Pack a Peter Pan Peanut Butter Sandwich through February, Donate to Feeding America

OMAHA, Neb., Jan. 19, 2010 – Beginning this month, families all over the country can join Peter Pan® peanut butter, a brand of ConAgra Foods (NYSE: CAG), and Kimberly Williams-Paisley in the fight to end child hunger by participating in “Pack a Peanut Butter Sandwich Day.” Peter Pan peanut butter is kicking off the effort with a \$200,000 donation, which will provide more than one million meals, to Feeding America, the nation’s leading hunger-relief organization.

“Pack a Peanut Butter Sandwich Day” will take place every Wednesday through the end of February. Peter Pan peanut butter is encouraging parents and their children to pack a peanut butter sandwich as part of their lunch instead of buying lunch, and then donate their lunch money to Feeding America. According to Feeding America, \$1 provides seven meals, so, based on an average school lunch price of about \$2*, for every lunch packed and every Wednesday’s lunch money donated, Feeding America can help provide up to 14 meals to individuals in need.

“Ending childhood hunger is something I care deeply about, and I’m grateful to ConAgra Foods and Peter Pan peanut butter for initiating this challenge to families to get involved in the fight against hunger with their ‘Pack a Peanut Butter Sandwich Day’ campaign,” said Kimberly Williams-Paisley.

To participate in “Pack a Peanut Butter Sandwich Day,” parents can log on to the Peter Pan peanut butter Web site at www.PeterPanPB.com. The Web site contains resources encouraging participation in “Pack a Peanut Butter Sandwich Day,” including posters and note cards, as well as instructions on how to donate lunch money to Feeding America.

“Peter Pan peanut butter believes that no child in the United States should grow up hungry,” said Karl Sears, vice president/general manager of specialty foods at ConAgra Foods. “That’s why we are making a donation that will provide more than one million meals to Feeding America, and we hope families will join us to make a difference.”

*The average price for a school lunch for the 2008-2009 school year was \$2.08; based on the School Nutrition Association Cost Survey of Members, September 2008.

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In addition to raising funds, Peter Pan peanut butter is providing families a storybook on its Web site that shows them five easy ways they can join in the fight to end child hunger, which affects one in five kids in the United States.

“Peter Pan peanut butter’s parent company, ConAgra Foods, has been a longtime, impactful partner to Feeding America in the fight against domestic hunger, providing both food and funds for more than 15 years,” said Vicki Escarra, president and CEO of Feeding America. “Seventeen million children in this country are struggling with hunger. We are so grateful to Peter Pan peanut butter for this commitment to fight child hunger with Feeding America through ‘Pack a Peanut Butter Sandwich Day.’”

To learn more about “Pack a Peanut Butter Sandwich Day” and ways to get involved, please visit www.peterpanpb.com/charitable-giving.jsp.

About Peter Pan Peanut Butter

Peter Pan® peanut butter has been spreading its magic through the hearts of kids and adults for more than 81 years with a nutritious peanut butter product lineup the whole family can enjoy. Peter Pan peanut butter is a brand of ConAgra Foods, Inc., (NYSE: CAG), one of North America’s leading food companies, with brands in 97 percent of America’s households. For more information, please visit us at www.PeterPanPB.com.

About ConAgra Foods Foundation

The ConAgra Foods Foundation’s Nourish Today, Flourish Tomorrow platform is dedicated to raise awareness of the nearly 17 million children in America who are at risk of hunger and don’t have enough food to live active, healthful lives, and to aggressively pursue sustainable solutions in the fight against child hunger. The Foundation is committed to building a community of people who are passionate about ensuring that all kids have access to the food and facts they need to eat nutritiously, live balanced lifestyles, and succeed in school and life. ConAgra Foods Foundation invests in national and local partnerships with high-impact, not-for-profit organizations, such as Feeding America, that take an innovative approach to addressing needs in the core areas of hunger and nutrition education. For more information, please visit www.nourishkidstoday.org or www.facebook.com/ConAgraFoodsFoundation.

About ConAgra Foods

ConAgra Foods, Inc., (NYSE: CAG) is one of North America’s leading food companies, making the food found in 97 percent of America’s households. Consumers choose *Banquet*, *Chef Boyardee*, *Egg Beaters*, *Healthy Choice*, *Hebrew National*, *Hunt’s*, *Marie Callender’s*, *Orville Redenbacher’s*, *PAM*, *Peter Pan*, *Reddi-wip* and many other ConAgra Foods brands in grocery, convenience, mass merchandise, and club stores. ConAgra Foods also has a strong business-to-business presence, supplying potato, other vegetable, spice and grain products to a variety of well-known restaurants, foodservice operators and commercial customers. For more information, please visit us at www.conagrafoods.com.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation’s leading domestic hunger-relief charity, our network members supply food to more than 25 million Americans each year, including 9 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 63,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country,

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visit www.feedingamerica.org. Find us on Facebook at www.facebook.com/FeedingAmerica or follow our news on Twitter at www.twitter.com/FeedingAmerica.

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