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BERGMAN JOINS BEACON ADVISORS

Former Sara Lee Investor Relations and Corporate Affairs
Executive Becomes Partner in Chicago

Chicago, IL, January 5, 2006 – Janet E. Bergman, former Senior Vice President, Corporate Relations for Sara Lee Corporation, has joined Beacon Advisors, Inc. as a partner. A certified financial analyst and Harvard MBA, Bergman brings more than 20 years of experience in financial analysis and corporate communications to her new role as senior client counselor.

At Sara Lee, Bergman managed a staff of more than 35 people responsible for all internal and external communication for the company. Her responsibilities included investor relations, media relations, financial communication, employee communication, public responsibility and civic affairs. She acted as the primary spokesperson for the corporation in the investment community, and she created and managed a highly pro-active stakeholder communications program. She served on the CEO's Executive Management Committee and acted as an advisor to the Sara Lee Board of Directors on matters pertaining to corporate strategy and the investment community's reaction to events and corporate actions.

“Janet adds considerable dimension to our investor and communications competencies,” said Midwest Managing Partner Hud Englehart. “She is a trained securities analyst, award-winning investor relations professional and a highly-regarded corporate affairs manager. The combination makes Janet an ideal partner for our consultancy, which regards strategic integrated communication as an essential ingredient in the relationship between successful business managers and their external and internal constituencies.”

Bergman was recruited by Sara Lee in 1988 to head the company's investor relations function. She was elected Vice President in 1989, the youngest corporate officer in the company's history. While at Sara Lee, Bergman gained a deep understanding of the food, apparel, household products and other consumer products industries. In developing corporate and investor communication programs for the company, she acquired skills that are valued by managers of publicly-owned companies operating in today's complex business environment.

Prior to joining Sara Lee, Bergman was a securities analyst with Putnam Management Company in Boston from 1985-88. She was responsible for research and recommendations in a broad range of industries including consumer products, health care, and energy.

Bergman graduated from Yale University with a B.A. in Economics in 1981, and she received an M.B.A. from Harvard University in 1985.

Beacon Advisors is a small, highly focused strategic communication consulting boutique that offers value-enhancing counsel in investor, corporate and crisis communication with a guarantee of engagement service from senior level counselors. The firm has locations in New York, Chicago, Denver and Los Angeles. More information on Beacon Advisors capabilities and services is available at the firm's website (www.beaconadvisors.us).

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