



NEWS FROM ^{The} SCHWAN FOOD COMPANY™

For more information, contact Schwan's Public Relations Department at 507.537.8550

Dollive joins Schwan as CFO

(MARSHALL, MINN. — June 8, 2009) — **James P. Dollive** will join The Schwan Food Company June 15 as the company's executive vice president of Finance and chief financial officer. Dollive joins Schwan after 29 years with Kraft Foods, Inc., where he most recently served as the executive vice president and chief financial officer from 2000 through 2007.

"Jim will be an outstanding addition to the Schwan leadership team as we focus on our mission to enrich the quality of lives through being the best frozen food company on the face of the earth," said Schwan President and CEO **Greg Flack**. "The breadth and depth of his financial knowledge and business experience will enhance our ability to deliver the best products through aggressive profitable sales growth to ensure the best long term financial performance. Jim has a proven track record of leading and supporting growth businesses, enterprise-wide cost savings initiatives, and growing financial talent and organizational capabilities."

Dollive began his career with Kraft Foods in 1978 as a finance manager/analyst. During his tenure, Jim's career progressed as he advanced through the ranks in progressively more responsible roles, including finance positions with various business segments and international operations. He also served in sales, marketing, strategy and mergers and acquisitions roles.

Dollive holds several academic degrees, including an MBA from The Wharton School of Business, an MS degree from the University of Pennsylvania and a BS degree from the New Jersey Institute of Technology.

THE SCHWAN FOOD COMPANY is a privately held, multibillion-dollar business that manufactures and markets fine frozen foods through home-delivery, retail-grocery and food-service channels. Its many popular brands include Red Baron®, Tony's®, and Freschetta® pizza, Mrs. Smith's® and Edwards® desserts and Schwan's® fine frozen foods. Headquartered in Marshall, Minn., for more than 57 years, the company's subsidiaries employ about 18,000 people in the United States, Canada and Europe. To learn more about Schwan, visit www.TheSchwanFoodCompany.com on the World Wide Web.

###

PR-2009-13