Hillshire Brands Co Form DEFA14A September 12, 2013

# UNITED STATES

# SECURITIES AND EXCHANGE COMMISSION

# WASHINGTON, D.C. 20549

# **SCHEDULE 14A**

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934
(Amendment No)
Filed by the Registrant x Filed by a Party other than the Registrant "
Check the appropriate box:
" Preliminary Proxy Statement
" Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
" Definitive Proxy Statement
x Definitive Additional Materials
" Soliciting Material Pursuant to § 240.14a-12
THE HILLSHIRE BRANDS COMPANY
(Name of Registrant as Specified in its Charter)

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x N	o fee required.
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(4) Date Filed:

# \*\*\* Exercise Your Right to Vote \*\*\*

# Important Notice Regarding the Availability of Proxy Materials for the

Shareholder Meeting to Be Held on October 24, 2013.

## THE HILLSHIRE BRANDS COMPANY

## **Meeting Information**

**Meeting Type:** Annual Meeting For holders as of: September 3,

**Date:** October 24, 2013 Time: 9:30 - 11:00 a.m., Central Time Westin Chicago Location: Northwest

400 Park Boulevard

Itasca, IL 60143

THE HILLSHIRE BRANDS COMPANY

400 SOUTH JEFFERSON STREET

CHICAGO, IL 60607

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.hillshirebrands.com/annualmeeting or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

# **Before You Vote**

How to Access the Proxy Materials

#### **Proxy Materials Available to VIEW or RECEIVE:**

NOTICE AND PROXY STATEMENT ANNUAL REPORT

#### **How to View Online:**

Have the information that is printed in the box marked by the arrow è (located on the following page) and visit: www.proxyvote.com.

## How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

1) BY INTERNET: www.proxyvote.com

2) BY TELEPHONE: 1-800-579-1639

3) BY E-MAIL\*: sendmaterial@proxyvote.com

\* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow è (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before October 10, 2013 to facilitate timely delivery.

# **How To Vote**

Please Choose One of the Following Voting Methods

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**Vote In Person:** Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

**Vote By Internet:** To vote now by Internet, go to *www.proxyvote.com*. Have the information that is printed in the box marked by the arrow è (located on the following page) available and follow the instructions.

Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

#### **Voting Items**

# The Board of Directors recommends you

#### vote FOR each of the nominees for director.

#### 1. Election of 9 directors

#### Nominees:

- 1a. Todd A. Becker
- 1b. Christopher B. Begley
- 1c. Ellen L. Brothers
- 1d. Sean M. Connolly
- 1e. Laurette T. Koellner
- 1f. Craig P. Omtvedt
- 1g. Sir lan Prosser
- 1h. Jonathan P. Ward
- 1i. James D. White

The Board of Directors recommends you vote FOR proposals 2 and  ${\bf 3}$ 

- Ratification of the appointment of PricewaterhouseCoopers LLP as independent registered public accountants for fiscal 2014.
- 3. Advisory vote to approve executive compensation.

**NOTE:** Such other business as may properly come before the meeting or any adjournment thereof.