



## NEWS RELEASE

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**For:**

Tasty Baking Company

For More Information:

Scott Secor

Director, Financial Planning & Investor Relations

215-221-8809

[scott.secor@tastykake.com](mailto:scott.secor@tastykake.com)

Paul D. Ridder

Chief Financial Officer

215-221-8500

**FOR IMMEDIATE RELEASE**

**TASTY BAKING COMPANY DECLARES  
REGULAR QUARTERLY CASH DIVIDEND**

Philadelphia, Pennsylvania, November 10, 2010 – Tasty Baking Company (NasdaqGM: TSTY) today announced that its Board of Directors on November 10, 2010, declared a regular quarterly cash dividend of \$0.05 per share on all outstanding shares of common stock. The dividend is payable December 1, 2010, to shareholders of record as of the close of business on November 22, 2010.

**ABOUT TASTY BAKING COMPANY**

Tasty Baking Company (NasdaqGM: TSTY), founded in 1914 and headquartered in Philadelphia, Pennsylvania, is one of the country's leading bakers of snack cakes, pies, cookies, and donuts with manufacturing facilities in Philadelphia and Oxford, Pennsylvania. Tasty Baking Company offers more than 100 products under the Tastykake brand name. For more information on Tasty Baking Company, visit [www.tastykake.com](http://www.tastykake.com). In addition, consumers can send Tastykake products throughout the United States from the company website or by calling 1-800-33-TASTY.

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