



NEWS RELEASE

FOR IMMEDIATE RELEASE

June 12, 2009

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TASTY BAKING COMPANY SUPPORTS THE FIGHT AGAINST CHILDHOOD CANCER THROUGH PARTNERSHIP WITH ALEX'S LEMONADE STAND FOUNDATION

Tastykake re-issues Alex's Lemon Krimpets for summer months; 10% of all sales to be donated to ALSF

PHILADELPHIA (June 12, 2009) — Tasty Baking Company (NasdaqGM: TSTY), makers of the Tastykake snack line, today affirmed its ongoing support of Alex's Lemonade Stand Foundation (ALSF), by announcing the return of Alex's Lemon Krimpets® for summer 2009. As one of the nation's leading organizations in the fight against childhood cancer, ALSF was named for Alexandra "Alex" Scott, who raised more than \$1 million for cancer research through her front-yard lemonade stand before her death at the age of 8 in 2004. Alex's Lemon Krimpet is the only Tastykake product ever to be named for an individual.

Alex's Lemon Krimpets, a lemon jelly-filled variation of the legendary sponge cake, has become a much anticipated, limited-edition product. Available everywhere Tastykakes are sold (while supplies last) for \$4.19 per family pack or \$1.49 for single serve, Tasty Baking Company will donate 10 percent of all proceeds from sales of this product to Alex's Lemonade Stand Foundation. The product is also available nationally via www.tastykake.com.

"Tastykake is excited to continue its strong affiliation with Alex's Lemonade Stand Foundation," said Jonathan L. Silvon, Tasty Baking Company Director of Marketing. "The public affinity for this special product and the ever-impressive work of Liz and Jay Scott and the Foundation inspire Tasty Baking Company's ongoing corporate philanthropy in the fight against pediatric cancer. In 2009, we anticipate exceptional consumer response to the return of Alex's Lemon Krimpets®, and we again look forward to being able to significantly contribute to the mission of ALSF."

TASTY BAKING COMPANY CONTINUES PARTNERSHIP WITH ALEX'S LEMONADE STAND FOUNDATION TO FIGHT CHILDHOOD CANCER

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In support of Tastykake's summer re-issue of Alex's Lemon Krimpets, several appearances will be made by Kirbee Krimpet, Tastykake's mascot, at Alex's Lemonade Stand Foundation events, notably Alex's "Original" Lemonade Stand in Wynnewood, PA on Saturday, June 13th. Further, Tastykake, in conjunction with Bredenbeck's Bakery, will unveil a specialty Tastykake show cake honoring Alex's Lemon Krimpets at the "Great Chefs Event" at Osteria Restaurant in Philadelphia on June 17th.

Liz Scott, Alex Scott's mother and Vice President of Development for Alex's Lemonade Stand Foundation, expressed her excitement to maintain and enhance this partnership, saying, "The support of Tastykake and those who buy Alex's Lemon Krimpets has truly made a difference in our ability to fund ground-breaking research in the fight against pediatric cancer at our nation's best hospitals. With every box of Alex's Lemon Krimpets sold, we help to ensure that children facing cancer will benefit from the best that medicine has to offer and ultimately, benefit from a cure."

To learn more about Tastykake, visit www.tastykake.com. For more information about Alex's Lemonade Stand Foundation and how to host a lemonade stand, visit www.AlexsLemonade.org.

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. For more information on Tasty Baking Company, visit www.tastykake.com. Consumers can send Tastykake products throughout the United States from the Company's website or by calling 1-800-33-TASTY.

ABOUT ALEX'S LEMONADE STAND FOUNDATION

Alex's Lemonade Stand Foundation (www.AlexsLemonade.org) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). At the age of 4, Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of volunteers across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$25 million towards fulfilling Alex's dream of finding a cure, funding more than 100 research projects nationally.

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