



NEWS RELEASE

FOR IMMEDIATE RELEASE

April 26, 2007

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**TASTY BAKING COMPANY PARTNERS WITH ALEX'S LEMONADE STAND
FOUNDATION TO FIGHT CHILDHOOD CANCER**

Tastykake unveils limited edition Alex's Lemon Krimpets®

PHILADELPHIA (April 26, 2007) — Tasty Baking Company today announced the debut of Alex's Lemon Krimpets® and the company's subsequent partnership with Alex's Lemonade Stand Foundation, one of the nation's leading organizations in the fight against childhood cancer.

Alex's Lemon Krimpets, a lemon-filled variation of the legendary sponge cake, may be purchased anywhere Tastykakes are sold, while supplies last, for \$3.79 per family pack. Tasty Baking Company will donate \$.50 from every sold box to the foundation. Since its humble beginnings as a single lemonade stand in 2000, Alex's Lemonade Stand Foundation has raised more than \$10 million for funding of pediatric oncology research. The foundation currently awards grants to numerous research hospitals nationwide.

"Tasty Baking Company is proud to support this remarkable organization and contribute to its impressive funding of childhood cancer research," said Charles Pizzi, Tasty Baking Company President and Chief Executive Officer. "The Krimpet is an iconic product, and Tastykake fans love it when we introduce new varieties of an old favorite. We expect a great response to Alex's Lemon Krimpets, and we believe that this response will translate into a significant donation to the foundation."

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Page 2

Alex's Lemonade Stand Foundation began in the summer of 2000, when four-year-old Alex Scott set-up shop in her family's front yard to hold the first Alex's Lemonade Stand to raise money for pediatric cancer causes, specifically research into a cure. The lemonade stand was a huge success, and despite her deteriorating health, Alex held annual lemonade stands to raise money for childhood cancer research until her passing in 2004 at the age of eight. As word spread about Alex and her lemonade stand, thousands followed her inspirational example by holding annual lemonade stands across the country to benefit Alex's Lemonade Stand Foundation.

"Alex's Lemonade Stand was delighted to learn that Tastykake wanted to be a part of what the foundation is trying to accomplish," said Liz Scott, Alex's mother and Vice President of Development for Alex's Lemonade Stand Foundation. "The launch of Alex's Lemon Krimpets marks the beginning of a promising relationship between our organizations."

To learn more about Tasty Baking Company's philanthropic efforts, visit www.tastykake.com. For more information about Alex's Lemonade Stand Foundation, or to learn how to hold a lemonade stand in Alex's honor, visit www.alexslimonade.org.

ABOUT TASTY BAKING COMPANY

Tasty Baking Company (Nasdaq: 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. In addition, 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, headquartered in Wynnewood, Pa, was established in January, 2005 by Liz and Jay Scott to continue the work and fulfill the dream of their eight-year-old daughter, Alexandra Scott, to help doctors find a cure for childhood cancer, the disease that took her life in 2004. As of January 1, 2007, the Foundation has raised over \$10 million for pediatric cancer research, far surpassing Alex's dream of raising \$1 million. For more information, please visit www.alexslimonade.org.

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