



NEWS RELEASE

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TASTY BAKING COMPANY NAMED 2010 “BAKER OF THE YEAR”

Leading trade publication recognizes Tasty Baking Company for its business transformation and commitment to innovation as it prepares to fully transition to new baking facilities in Spring 2010

PHILADELPHIA (March 22, 2010) —Tasty Baking Company (NasdaqGM: TSTY), makers of the Tastykake® snack line, has been named 2010 “Baker of the Year” by *Baking & Snack* magazine, a leading baking industry trade publication. The award was bestowed upon Tasty Baking Company in recognition of not only the major transformation it has undergone since 2002 with regards to its structure, technology and operations but also, the contributions and excitement the company has brought to the bakery category in that time.

The designation of Tasty Baking Company as “Baker of the Year” also comes as the company prepares to fully transition all of its famed product lines to its new baking facilities at the Philadelphia Navy Yard in Spring 2010. As of March 2010, four of its seven production lines, specifically Tastykake Krimpet®, pie, cookie bar and certain cupcake varieties, are successfully operating its new bakery in the Philadelphia Navy Yard. The operational shift from its 88-year-old Hunting Park baking facility to its new, LEED-registered (*Leadership in Energy and Environmental Design*) bakery follows the transition of Tasty Baking Company’s corporate headquarters to its LEED Gold certified building at the Navy Yard in April 2009. The completion of the largest capital project in the company’s history, which remains on budget and ahead of schedule, was especially impressive to the selection committee of *Baking & Snack*.

“We are proud to be named the 2010 Baker of the Year by *Baking & Snack* magazine, which is one of the most respected trade publications in our industry,” said Charles P. Pizzi, President and CEO of

Tasty Baking Company. "This recognition speaks to the contributions made by the entire Tastykake team – from our Board of Directors to our management team to our bakery employees – all of whom remain committed to our vision for this company and to transforming the brand. To be named 'Baker of the Year,' especially as we look toward the full transition of our bakery operations to the Navy Yard in 2010, is a true honor and one that all of us at Tastykake value."

For more information regarding the Tasty Baking Company and its line of freshly-baked Tastykake products, please visit www.tastykake.com.

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.

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Except for historical information contained herein, the matters discussed herein are forward-looking statements (as such term is defined in the Securities Act of 1933, as amended) that are subject to risks and uncertainties that could cause actual results to differ materially from those stated or implied herein. These forward-looking statements may be identified by the use of words such as "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "plan," "predict," "project," "should," "would," "is likely to," or "is expected to" and other similar terms. There are a number of factors that may cause actual results to differ from these forward-looking statements, including, without limitation, the costs to complete a new facility and relocate thereto, the risks of business interruption while transitioning to a new facility, possible disruption of production efficiencies arising out of the company's announcement of and subsequent reduction in workforce, the costs and availability of capital to fund improvements or new facilities, the success of marketing and sales strategies and new product development, the ability to enter new markets successfully, the price of raw materials, and general economic and business conditions. Other risks and uncertainties that may materially affect the company are provided in the company's annual report to shareholders and the company's periodic reports filed with the Securities and Exchange Commission from time to time, including, without limitation, reports on Forms 10-K and 10-Q. Please refer to these documents for a more thorough description of these and other risk factors. There can be no assurance that the company will succeed in implementing its manufacturing and sales strategies or that estimated operating cash savings will be realized. The company assumes no obligation to update publicly or revise any forward-looking statements.