



NEWS RELEASE

FOR IMMEDIATE RELEASE

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TASTY BAKING COMPANY RESTRUCTURES LEADERSHIP OF SALES GROUP AND APPOINTS DIRECTOR OF NEW PRODUCTS

Tasty Baking Company focuses upon sales growth, technology integration and product innovation with shifts in its organizational management.

PHILADELPHIA (February 24, 2010) —Tasty Baking Company (NasdaqGM: TSTY), makers of the Tastykake[®] snack line, today announced a reorganization of its sales group with the promotion of Bob Brown to Senior Vice President of Sales and the appointment of Chief Information Officer, Brendan O'Malley, to the role of Vice President of Sales. Further, Tasty Baking Company has appointed a Director of New Products in its hiring of Bradley Doyle.

For Brown, his elevation to Senior Vice President of Sales is the culmination of a long-tenured career in the sales division of Tasty Baking Company, where he started more than twenty-five years ago as a Sales Representative. Brown, a dedicated and valued voice within the organization, will now focus on strategically driving growth and enhancing the brand. The promotion of O'Malley from Chief Information Officer to Vice President of Sales was a natural decision as Tasty Baking Company continues to focus upon the integration of technology into all business areas. O'Malley will be charged with driving process improvements to enhance the effectiveness and efficiency of the Tastykake sales force while also increasing overall sales growth, especially in expansion territories for the brand.

Doyle joins Tasty Baking Company as the Director of New Products from Mars Advertising, a leading shopper marketing advertising agency, where he served as Account Director on the Campbell Soup Company business. In his role, Mr. Doyle will drive product innovation and work across the organization to execute the new

product development lifecycle from concept to commercialization. This role will be integral to Tasty Baking Company as the company prepares to place enhanced focus upon product innovation to leverage its new state-of-the-art, LEED registered bakery scheduled for completion this spring at the Philadelphia Navy Yard.

“The appointments of Bob Brown to Senior Vice President of Sales and Brendan O’Malley to Vice President of Sales along with the hiring of Brad Doyle as our Director of New Products reaffirms our ongoing commitment to profitable sales growth,” said Charles P. Pizzi, President and CEO of Tasty Baking Company. “We continue to find ways in which to improve our strategic and day-to-day operations by empowering dynamic, creative and thoughtful individuals in positions of company leadership. I have the utmost confidence in Bob, Brendan and Brad and I look forward to the tremendous contributions that each will bring in their new positions.”

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 lease and fit-out 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.