



NEWS RELEASE

For:

Tasty Baking Company
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FOR IMMEDIATE RELEASE

**TASTY BAKING COMPANY TO WEBCAST PRESENTATION AT LONGBOW
RESEARCH FOOD & BEVERAGE CONFERENCE**

Philadelphia, Pennsylvania, June 24, 2008 – Tasty Baking Company (NasdaqGM: TSTY) will webcast its presentation to institutional investors at the second annual small / mid-cap food & beverage conference hosted by Longbow Research. The conference will take place in New York City on July 1, 2008. Tasty Baking is expected to begin its presentation at 8:30 a.m. EDT. The webcast will include slides and audio.

Investors will have the opportunity to listen to the event live over the Internet at Tasty Baking Company's web site: www.tastykake.com. The webcast link can be found in the "Investors" section, under the subheading "Webcasts & Presentations." For those who cannot listen to the live web broadcast, a replay will be available on the company's website.

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. In addition, consumers can send Tastykake products throughout the United States from the Company's website or by calling 1-800-33-TASTY.