



FOR IMMEDIATE RELEASE

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TASTY BAKING WILL HOST AN OPEN HOUSE TO FIND INDEPENDENT SALES DISTRIBUTORS IN PENNSYLVANIA AND NEW JERSEY

PHILADELPHIA, Pa. Mar. 25— Tasty Baking Company (NYSE: TBC) will host two open houses to find individuals interested in becoming independent sales distributors for the Philadelphia and New Jersey area.

The company will discuss the benefits of business ownership, the initial investment in obtaining a Tastykake route, financing, group insurance plans and training programs available to all sales distributors.

Tastykake is one of the most recognized and beloved brands in the Mid-Atlantic region. The company sells its signature Kandy Kakes, Krimpets, and Cupcakes primarily through independent sales distributors. There are currently 500 sales distributors throughout the northeast region and Ohio.

The first open house will be held on Tuesday, March 30, from 3:00 p.m. to 8:00 p.m. at the Holiday Inn, 160 Frontage Road, Newark, NJ.

The second will be held on Wednesday, March 31, from 1:00 p.m. to 8:00 p.m., at the Stadium Holiday Inn, 900 Packer Avenue, Philadelphia, Pa.

For more information on the open houses or to obtain information on becoming an independent sales distributor, call 1-800-822-3740.

Tasty Baking Company, (TBC: NYSE), 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 website or by calling 1-800-33-TASTY.

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