



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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**TASTYKAKE® & PETER NERO AND THE PHILLY POPS®  
HIT THE PERFECT NOTE THIS HOLIDAY SEASON**

*With sponsorship of the Holiday POPS! Concert Series and an exclusive holiday gifting opportunity, Tastykake and Peter Nero and The Philly Pops continue to strengthen its annual holiday partnership*

**PHILADELPHIA** (December 1, 2008) — Tasty Baking Company today announced its continued holiday sponsorship of two-time Grammy® Award-winning pianist/conductor Peter Nero, and The Philly Pops. In its second year, this partnership continues to foster a collaborative relationship focused upon creating uniquely Philadelphia holiday festivities and traditions. In 2007, Tastykake's sponsorship of Peter Nero and The Philly Pops centered on the "Search for the 2<sup>nd</sup> Verse" contest, which successfully sought a catchy line to follow the beloved and well-known "Nobody bakes a cake as tasty as a Tastykake!" As the 2008 holiday season arrives, Tastykake and Peter Nero and The Philly Pops kick-off the Holiday POPS! Concert Series with the launch of The Holiday POPS! Collection on Tastykake.com.

Beyond sponsoring the Holiday POPS! Concert Series throughout December, Tastykake is concurrently offering a distinctive Holiday Collection featuring Peter Nero and The Philly Pops available exclusively on Tastykake.com. For the music lover on your list, this special gift package features the Holiday POPS! CD from Peter Nero and The Philly Pops as well as Tastykake's most iconic products, including Peanut Butter Kandy Kakes, Butterscotch Krimpets and Chocolate Juniors.

"We are delighted to again sponsor Peter Nero and The Philly Pops and thrilled to offer our consumers an opportunity to share Tastykake products and the Holiday POPS! with friends and family across the country," said Jon Silvon, Director of Marketing for Tasty Baking Company.

Performances of Holiday POPS! take place **December 5<sup>th</sup> at 8pm, December 6<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup> & 20<sup>th</sup> at 2pm, December 7<sup>th</sup> & 17<sup>th</sup> at 7pm, December 12<sup>th</sup> & 13<sup>th</sup> at 3pm, and December 14<sup>th</sup> at 7:30pm.** Peter Nero and The Philly Pops will be joined on stage by special guests the von Trapp Children, organist Peter Conte, the 150-member POPS Festival Chorus, and the African Episcopal Church of St. Thomas Gospel Choir.

To learn more about Tasty Baking Company and to view Tastykake's Holiday Collection featuring Peter Nero and The Philly Pops, please visit [www.tastykake.com](http://www.tastykake.com). For ticket information regarding upcoming performances by the Holiday POPS!, please visit [www.phillypops.org](http://www.phillypops.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](http://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 PETER NERO AND THE PHILLY POPS**

Peter Nero and the Philly Pops was founded in 1979 under conductor, composer, and master pianist Peter Nero. One of America's premier pops orchestras, the POPS perform styles ranging from great classics to jazz improvisation, big band to Broadway hits, ragtime to rock 'n' roll. In 2008 Peter Nero and The Philly Pops present ten Holiday Pops! performances between December 5 and December 20. For more information, please visit [www.phillypops.org](http://www.phillypops.org).

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