



NEWS RELEASE

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TASTY BAKING COMPANY ANNOUNCES THE WINNER OF ITS "SEARCH FOR THE 2ND VERSE" JINGLE CONTEST

Tastykake, with Peter Nero and The Philly Pops®, have selected the next line for its classic tune; winning verse to be publicly debuted during Holiday Pops! Concert on December 15th

PHILADELPHIA (December 12, 2007) — Tasty Baking Company today announced the winner of its "Search for the 2nd Verse" Contest. Launched November 8, 2007 in conjunction with Tastykake's sponsorship of Peter Nero and The Philly Pops'® Holiday Pops! Series, the contest sought to find a catchy line to follow the beloved first verse of the company's famous advertising jingle, "Nobody bakes a cake as tasty as a Tastykake." Eric W. Johanson from Knapp Elementary School succeeded in winning the "Search for the 2nd Verse" Contest with the line, "A smile baked in each and every little bite you take." Johanson and his family will be invited to attend a special live, debut performance of the grand prize winning jingle by Peter Nero and the Philly Pops® at the Holiday Pops! performance at The Kimmel Center on Saturday, December 15, 2007. Johanson's music program at Knapp Elementary School will also receive a \$2500 donation from Tastykake.

Director of Marketing for Tasty Baking Company, Jon Silvon was excited by the terrific response to this unique contest. "Tastykake is proud to have worked with Peter Nero and the Philly Pops® to bring back our classic jingle and introduce an updated version to a new generation of Tastykake lovers. We thank all who participated in the "Search for the 2nd Verse" for their submissions and we are confident that people will find themselves singing Eric's verse as easily as they did our first, famous verse."

The "Search for the 2nd Verse" contest was open to anyone, ages 18 and under and received over 400 entries in the three weeks that lyric submissions were accepted. Contest entries were then judged by a panel from Tasty Baking Company and Peter Nero and The Philly Pops® and ten finalists were selected. From this group, Eric W. Johanson emerged as the Grand Prize Winner.

A First and Second Prize Winner were also named in the "Search for the 2nd Verse" contest. Wil Millar from Lower Moreland High School was named the First Prize Winner while Molly White from Pitman High School was named the Second Prize Winner. Tasty Baking Company will make a \$1000 donation and a \$500 donation, respectively, to Wil's and Molly's school music programs. Wil and Molly will also receive tickets to The Kimmel Center on December 15, 2007 to see Peter Nero and The Philly Pops®

"We are proud to contribute to the local music programs at Knapp Elementary School, Lower Moreland High School and Pitman High School," said Mr. Silvon. "More importantly, we are proud to have been able to promote the power of music through our Search for the 2nd Verse contest. All of us at Tasty Baking Company sincerely hope that this jingle contest spurred students to dream big and awaken their passion for music."

To learn more about Tasty Baking Company, view each of the finalists' lyric submissions or read the official contest rules for the "Search for the 2nd Verse," 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.

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 2007 Peter Nero and the Philly Pops present ten Holiday Pops! performances between December 9 and December 23. For more information, please visit www.phillypops.org.