



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

April 5, 2006

**CONTACT:**

Omoiye Kinney  
Tasty Baking Company  
(215) 221-8527 or (267) 767-2823 cellular  
omoiye.kinney@tastykake.com

Abby Urofsky  
FCF Schmidt Public Relations  
(610) 941-0395  
[aurofsky@fcfschmidtpr.com](mailto:aurofsky@fcfschmidtpr.com)

### **TASTYKAKE AND THE ROSE 101 FM SEEK “DOUBLICIOUS DUOS”**

*Twins of All Ages Invited to Attend “Doublicious Duos Day” at Harrisburg Mall*

**HARRISBURG** (April 5, 2006) — To celebrate the launch of the new *Tastykake Doublicious*<sup>™</sup> line, Tasty Baking Company (NasdaqNM: TSTY) and The Rose 101 FM will host a short and “sweet” free event for twins of all ages on Sunday, April 9 from 1 p.m. to 2 p.m. at the Harrisburg Mall in Harrisburg, Pa. The gathering, entitled “Doublicious Duos Day,” is open to all fraternal and identical twins. “Doublicious Duos” in attendance will receive one free box of *Tastykake Doublicious* Butterscotch Krimpets<sup>®</sup> and Peanut Butter Kandy Kakes<sup>®</sup> and a chance to win cash, iPods and other prizes. Identification in the form of a driver’s license or copy of a birth certificate is required to gain admittance.

In February, Tastykake favorites became “doubly-delicious” with the debut of the *Tastykake Doublicious* line—twice-iced Butterscotch Krimpets and twice-filled Peanut Butter Kandy Kakes. Despite the significant enhancements to icing and filling, *Tastykake Doublicious* Butterscotch Krimpets and *Tastykake Doublicious* Peanut Butter Kandy Kakes do not have double the calories and fat of traditional Krimpets and Peanut Butter Kandy Kakes, which is good news for consumers looking to indulge. The *Tastykake Doublicious* versions of Butterscotch Krimpets are made from Tastykake’s classic moist and fluffy Krimpets, with the same unique shape and twice the signature creamy butterscotch icing. *Tastykake Doublicious* Peanut Butter Kandy Kakes are double-stuffed with the legendary peanut butter filling that has made this snack cake a household staple since 1935. Both *Tastykake Doublicious* products are available in Family Pack boxes with a suggested retail price of \$3.79.

For more information on Doublicious Duos Day, visit [www.tastykake.com](http://www.tastykake.com) or [www.rosradio.com](http://www.rosradio.com).

Tasty Baking Company (NasdaqNM: 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 website or by calling 1-800-33-TASTY.

###

