



NEWS RELEASE

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TASTYKAKE ADDS STRENGTH TO ITS BREAKFAST PORTFOLIO

New whole grain Fruit & Yogurt™ Breakfast Bars introduced in three varieties

PHILADELPHIA (February 23, 2006) — Tasty Baking Company announced that it has added to its line of breakfast products with the debut of Fruit & Yogurt Breakfast Bars. The new bars are available on shelves in three varieties both in individual and Family Pack sizes.

“Building on the equity of our popular Snak Bars and their easy, ‘grab and go’ appeal, we’ve introduced a breakfast bar option with the same convenient qualities;” said Vince Melchiorre, Chief Marketing Officer, Tasty Baking Company. “With whole grain, real fruit filling and a yogurt icing, these bars are an attractive choice for families and individuals who want a quick and satisfying breakfast solution.”

Fruit & Yogurt Breakfast Bars feature a soft and chewy whole grain base, a middle layer of real fruit filling and a top layer of creamy yogurt icing. The bars will be available in three delicious flavors: Apple Cinnamon, Blueberry and Strawberry. The six-unit Family Pack will retail for \$3.79, while individual bars will retail for \$0.63.

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. 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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