



NEWS RELEASE
FOR IMMEDIATE RELEASE
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**TASTYKAKE® AND LAKE COUNTY CAPTAINS ANNOUNCE
“GEAR FOR GOOD” SPORTS EQUIPMENT DRIVE TO BENEFIT
BOYS & GIRLS CLUBS OF CLEVELAND**

Popular snack cake maker partners with area Minor League Baseball™ team at Eastlake Wal-Mart store to collect athletic gear for regional children

PHILADELPHIA (June 4, 2007) —Tastykake®, in partnership with the Lake County Captains, will host “Gear for Good,” a donation drive to collect new and gently used sporting equipment for the Boys & Girls Clubs of Cleveland.

Donations will be accepted on Saturday, June 16 from 10 a.m. to 4 p.m. at the Wal-Mart store located at 34440 Vine Street in Eastlake, Ohio. In exchange for a donation of sporting equipment, visitors will receive a coupon for a free Tastykake family pack. Appearances will be made throughout the day by Skipper, the official Lake County Captains mascot, and Kirbee, Tastykake’s lovable life-size Krimpet mascot.

The “Gear for Good” program is the philanthropic arm of Tasty Baking Company’s partnership with Minor League Baseball™. This summer, Tastykake will partner with a number of minor league teams to host additional “Gear for Good” events throughout Delaware, Maryland, Ohio and Pennsylvania to benefit local Boys & Girls Clubs. Cleveland is the first stop for the “Gear for Good” donation drive.

For more information or to contribute to the “Gear for Good” program, 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.

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