

**FOR IMMEDIATE RELEASE:**

September 15, 2004

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**TASTYKAKES RECEIVE HIGHEST KOSHER DESIGNATION**

The popular snack cakes are now certified kosher by the Orthodox Union.

**PHILADELPHIA, Pa.** September 15, 2004 – They are mouth-watering, scrumptious, soft and delicious. Now, they are OU Kosher, too.

The Orthodox Union and the Philadelphia-based Tasty Baking Company announced today that the company's familiar Tastykake products are now certified kosher by the Orthodox Union. This designation will enable a product line that is perfect for breakfast, school lunches, birthday parties, bar and bat mitzvahs, and after-school snacks, to be eaten by those who insist on the highest level of kosher certification.

The Orthodox Union, with its familiar OU symbol, is the world's largest kosher certification agency, certifying more than 275,000 products produced in nearly 6,000 plants located in 68 countries around the world.

The announcement was made jointly by Rabbi Menachem Genack, Rabbinic Administrator of the OU Kosher Division, and by Charles Pizzi, president and CEO of Tasty Baking Company.

"The OU designation is clearly the most coveted of the kosher certifications available in the United States, and we at Tasty Baking Company are thrilled to display the prestigious OU symbol on our packaging," said Pizzi. "Now consumers can enjoy Tastykakes, and have confidence that they are baked under strict adherence to OU standards."

"The kosher marketplace has expanded to such a degree that manufacturers welcome the opportunity to receive OU certification, and are willing to make the investment necessary to meet the OU's demanding standards," said Rabbi Genack. "We are very proud to welcome Tastykake to the steadily growing list of products that carry the OU symbol."

The two organizations also announced that Tasty Baking Company will donate Tastykakes to Jewish charities in the company's marketing area. In line with the Jewish concept of *tzedakah*, or charity, Tasty Baking Company will donate products to local Jewish charitable organizations, food banks, Jewish summer camps and Jewish Community Associations.

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“We are delighted that Tasty Baking Company has agreed to make contributions of Tastykakes to organizations which can direct their products to people in need,” said Rabbi Genack. “There is nothing that can brighten a day better than delicious pastries, particularly if they can be eaten with the greatest confidence by those who keep kosher,” he added.

Tasty Baking Company, (TBC: NYSE), 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.

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