



## NEWS RELEASE

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**For:**

Tasty Baking Company

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### **FOR IMMEDIATE RELEASE**

#### **TASTY BAKING COMPANY APPOINTS LAURENCE WEILHEIMER AS GENERAL COUNSEL**

Philadelphia, Pennsylvania, June 2, 2006 - Tasty Baking Company (NasdaqNM: TSTY) announced the appointment of Laurence Weilheimer as General Counsel of the Company. Mr. Weilheimer reports to Charles P. Pizzi, president and chief executive officer of Tasty Baking Company.

In his role as General Counsel, Mr. Weilheimer is responsible for all of the Company's legal affairs, including corporate governance, SEC and regulatory compliance, commercial contracting and general legal services.

Charles P. Pizzi said, "Larry's education, integrity and experience will enable him to effectively manage the legal resources and activities of the Company. Larry's counsel will be important as we continue to grow the business."

Laurence Weilheimer joined Tasty Baking Company from the global professional services firm of Towers, Perrin, Forster & Crosby, Inc, where he held the position of Corporate Counsel. Mr. Weilheimer has been involved in the legal side of business development activities, both domestically and internationally, for more than 15 years. He has extensive legal experience with strategic alliances, mergers and acquisitions, corporate contracts and general counseling.

Mr. Weilheimer earned a Bachelor of Science degree in Economics from the University of Pennsylvania's Wharton School of Business and was awarded his Juris Doctorate degree from the University of Pennsylvania's Law School.

#### **ABOUT TASTY BAKING COMPANY**

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's website or by calling 1-800-33-TASTY.

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**“Safe Harbor Statement” Under the Private Securities Litigation Reform Act of 1995**

*Except for historical information contained herein, the matters discussed herein are forward-looking statements (as such term is defined in the Securities Act of 1933, as amended) that are subject to risks and uncertainties that could cause actual results to differ materially from those stated or implied herein. There are a number of factors that may cause actual results to differ from these forward-looking statements, including the success of marketing and sales strategies and new product development, the price of raw materials, and general economic and business conditions. Other risks and uncertainties that may materially affect the company are provided in the company’s annual reports to shareholders and the company’s periodic reports filed with the Securities and Exchange Commission from time to time, including reports on Forms 10-K and 10-Q. Please refer to these documents for a more thorough description of these and other risk factors. The company assumes no obligation to publicly update or revise any forward-looking statements.*