



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Omoiye Kinney  
Tasty Baking Company  
(215) 221-8527 or (267) 767-2823 cell

Kim Turner  
Office of Representative Dwight Evans  
(215) 549-0220 or 717/943-5140 cell

**TASTYKAKE, REPRESENTATIVE DWIGHT EVANS AND  
ALLEGHENY WEST FOUNDATION PARTNER TO PROMOTE MINORITY  
ENTREPRENEURSHIP IN PHILADELPHIA**

*Project Fresh Start is an entrepreneurial program designed to assist minorities in becoming Tastykake route owners.*

**WHAT:** Project Fresh Start Launch and Press Conference

**WHEN:** Tuesday, September 13, 2005 10:30 AM

**WHERE:** 2801 Hunting Park Avenue, Philadelphia, PA.

**WHO:** State Representative Dwight Evans; Charlie Pizzi, President & CEO, Tasty Baking Company; Ron Hinton, President, Allegheny West Foundation; Project Fresh Start Participants

**PHILADELPHIA, PA.** September 13, 2005— Tastykake, Representative Dwight Evans, The Allegheny West Foundation and The Reinvestment Fund are partnering to promote inner-city entrepreneurship through the launch of Project Fresh Start.

Project Fresh Start is an entrepreneurial development program designed to assist minority entrepreneurs in purchasing and operating Tastykake Distribution Routes throughout the City of Philadelphia. "Tastykake operates over 100 routes in the City of Philadelphia. Our goal is to assist ambitious, business-oriented people who may not have the resources to purchase a Tastykake Sales Distributorship," said Bob Brown, VP of Route Sales for Tasty Baking Company. "We see this as a chance to increase our business in the City, while providing a unique opportunity for entrepreneurs from within our own community. It's a win-win situation for everyone."

-more-

The participants in the program were selected by The Allegheny West Foundation's community network. Each entrepreneur is expected to invest a minimal amount of funds and will be eligible for a recoverable grant from the State of Pennsylvania to help offset the purchase price of the route. These grants were facilitated through State Representative Dwight Evans and the Department of Community and Economic Development.

"I am delighted to help form this partnership between the Commonwealth, Tastykake, TRF, and Allegheny West," stated Representative Evans. "These four routes represent more than just four jobs; they are, instead, individual businesses that will produce assets for families, stabilize communities, and grow Philadelphia's middle class. Entrepreneurship and small businesses are driving this economy, and I am proud to play a part in putting more people behind that wheel." In addition to the grant funding, participants will also be eligible for loans from Tastykake to assist in completing the purchase of the routes.

"Tasty Baking Company has a long standing relationship with the local community. This partnership with State Representative Dwight Evans, the Allegheny West Foundation and the Reinvestment Fund provides another opportunity for Tastykake to have a positive and immediate impact in our City," said Charles P. Pizzi, President and CEO of Tasty Baking Company. "We are pleased to be a part of such a worthwhile endeavor."

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.

###

**"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. 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.*