



NEWS RELEASE

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**TASTY BAKING COMPANY
INTRODUCES SUGAR-FREE SENSABLES™**

*New Tastykake Sensables™ offer all the pleasures of Tastykakes, but
in a sugar-free, lower net carb version*

PHILADELPHIA, PA. August 10—Now sugar-free is Tasty, thanks to Tasty Baking Company's (NYSE:TBC) Tastykake Sensables™, a sugar-free, lower net carb Tastykake product line introduced today.

According to Vince Melchiorre, Tasty Baking's senior vice president and chief marketing officer, the new Tastykake Sensables line was conceived in direct response to requests from consumers. "Our goal is to provide sweet, indulgent rewards that fit with today's consumer needs. We developed Sensables to be responsive and provide our consumers with a great tasting sugar-free, sweet snacking alternative," he said.

The new Sensables products are the Philadelphia-based bakery's first foray into the sugar-free arena and are a direct result of the company's new product innovation process. Featuring the same quality and freshness that consumers associate with Butterscotch Krimpets, Peanut Butter Kandy Kakes and Lemon Pies, Tastykake Sensables contain zero grams of sugar and have only four to eight net grams of carbohydrates per serving.

Karen Schutz, director of new business development for Tasty Baking, stated that maintaining the Tastykake quality standard was the team's priority. "We created the Sensables line to appeal to anyone who wants less sugar and lower net carbs than our regular products, without sacrificing quality," Schutz said. "Our team is focused on developing great tasting, relevant new product lines and Sensables is just the beginning," she added.

The six new Tastykake Sensables products include individual and boxed Plain Donuts, Mini Plain Donuts; Chocolate Chip Soft Cookie Bars; Chocolate Chocolate Chip Soft Cookie Bars; Orange Finger Cakes and Chocolate Chip Finger Cakes. Tastykake Sensables are available

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in supermarkets, convenience stores, and anywhere Tastykakes are sold. They are also available online at the TastyShop at www.tastykake.com.

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. 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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