



NEWS RELEASE

FOR IMMEDIATE RELEASE

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TASTY BAKING COMPANY LAUNCHES THE “SEARCH FOR THE 2ND VERSE” OF ITS LEGENDARY ADVERTISING JINGLE

Tastykake, in conjunction with Peter Nero and The Philly Pops®, ask local students to write the next line of this classic tune; winning verse to be unveiled during Holiday Pops! concert

PHILADELPHIA (November 8, 2007) — Tasty Baking Company today unveiled its “Search for the 2nd Verse” contest, which seeks to find a catchy line to follow the beloved and well-known “Nobody bakes a cake as tasty as a Tastykake!” This contest, launched in conjunction with Tastykake’s sponsorship of Peter Nero and The Philly Pops’® Holiday Pops! series, is open to anyone, ages 18 and under. Using the winning verse, two-time Grammy® Award-winner Peter Nero will prepare a new arrangement of the updated jingle. Lyric submissions (text only) will be accepted via Tastykake.com and by mail through midnight, December 1, 2007. Contest entries will be judged by a panel from Tasty Baking Company and Peter Nero and The Philly Pops®.

Participants will compete for a variety of exciting prizes including:

- Grand Prize Winner
 - The winner will be invited to join Peter Nero and the Philly Pops® for a special live, debut performance of the jingle at the Holiday Pops! performance at The Kimmel Center on December 15, 2007
 - A \$2500 donation from Tastykake to the Grand Prize winner's school music program
 - Six (6) tickets to The Kimmel Center on December 15, 2007 to see Peter Nero and The Philly Pops®
 - A Tastykake party at the Grand Prize winner's school with Tastykake's mascot, "Kirbee the Krimpet"

- First Prize Winner
 - A \$1000 donation from Tastykake to the First Prize winner's school music program
 - Four (4) tickets to The Kimmel Center on December 15, 2007 to see Peter Nero and The Philly Pops®

- Second Prize Winner
 - A \$500 donation from Tastykake to the Second Prize winner's school music program
 - Four (4) tickets to The Kimmel Center on December 15, 2007 to see Peter Nero and The Philly Pops®

"We are excited to bring back our classic jingle and introduce an updated version to a new generation of Tastykake lovers," said Charles Pizzi, Chief Executive Officer for Tasty Baking Company. "Tastykake's Holiday Pops! partnership with Peter Nero and The Philly Pops® offered a perfect opportunity for two Philadelphia icons to join together to give new life to this classic tune and promote the importance of music among local students."

To learn more about Tasty Baking Company and to read the official contest rules for the "Search for the 2nd Verse", please 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.

ABOUT PETER NERO AND THE PHILLY POPS

Peter Nero and the Philly Pops was founded in 1979 under conductor, composer, and master pianist Peter Nero. One of America's premier pops orchestras, the POPS perform styles ranging from great classics to jazz improvisation, big band to Broadway hits, ragtime to rock 'n' roll. In 2007 Peter Nero and the Philly Pops present ten Holiday Pops! performances between December 9 and December 23. For more information, please visit www.phillypops.org.