



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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**TASTYKAKE SENSABLES® DELIVERS SWEET, SUGAR-FREE INDULGENCE IN THREE NEW VARIETIES**

*Reduced-sugar, lower-carb Tastykake line expands with addition of sugar-free Banana Chocolate Chip Cookie Bars, Cream-filled Koffee Kake and Cream-filled Vanilla Cupcakes*

**PHILADELPHIA** (January 11, 2007) — Consumers in search of sugar-free snacks have more options than ever with the addition of Banana Chocolate Chip Soft Cookie Bars, Cream-Filled Koffee Kake Cupcakes and Cream-Filled Vanilla Cupcakes to the Tastykake Sensables® product line from Philadelphia-based Tasty Baking Company (Nasdaq:TSTY). These three new flavors are sugar-free and have only 7-10 grams of net carbs per serving. Tastykake Sensables offer the same delicious quality as regular Tastykake products, but with less sugar and lower net carbs. Other low-sugar varieties of Sensables include Chocolate Chip Cookie Bars, Chocolate Chocolate Chip Cookie Bars, Orange Finger Cakes & Chocolate Chip Finger Cakes.

“The response to the Tastykake Sensables line has been tremendous,” according to Tasty Baking Company Director of Marketing Jon Silvon. “There are a number of different reasons why consumers are looking to reduce their sugar intake, from weight management to diabetes, but one thing is the same across all of those categories: no one wants to sacrifice the quality and taste of the foods they love. With our expanding line of Sensables products, Tastykake is delivering delicious options for health-conscious people.”

Tasty Baking Company first introduced Sensables products in 2004 as a response to consumer demand for high-quality, fresh baked goods without the sugar and carbohydrate content of traditional snacks. Tastykake Sensables are available in supermarkets, convenience stores, and anywhere Tastykakes are sold. They are also available online at [www.tastykake.com](http://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](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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*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 without limitation, the success of marketing and sales strategies and new product development, the ability to successfully enter new markets, 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.*