



NEWS RELEASE

For:

Tasty Baking Company
For More Information:
Mary C. Borneman
Manager of Investor Relations
215-221-8537
mary.borneman@tastykake.com

David S. Marberger
Chief Financial Officer
215-221-8500

FOR IMMEDIATE RELEASE

**TASTY BAKING COMPANY FILES BUSINESS PLAN
TO MEET INCREASED NEW YORK STOCK EXCHANGE MINIMUM
CONTINUED LISTING CRITERIA**

Philadelphia, Pennsylvania, September 15, 2005 - Tasty Baking Company (NYSE: TBC) announced today that it has filed timely its required business plan with the New York Stock Exchange ("NYSE") that outlines how the company intends to achieve compliance with the NYSE's recently increased continued listing criteria. The NYSE will review the plan to determine if the NYSE believes the plan will result in the company's compliance within 18 months.

As previously disclosed in a press release and Form 8-K dated July 28, 2005, the NYSE announced in June 2005 that it has changed certain continued listing criteria, including increased requirements for market capitalization and shareholders' equity. Based on an initial assessment period ending July 29, 2005, Tasty Baking Company received notice from the NYSE on August 1, 2005, that the company is currently below the increased continued listing standard, as disclosed on Form 8-K dated August 4, 2005.

If the NYSE accepts the business plan, the company will continue to be listed on the NYSE during the 18 month period, pending quarterly reviews by the NYSE for compliance with the business plan. If the Company should be informed by the NYSE that the submitted plan was not accepted, the company is prepared to pursue an alternative national trading market for its common stock.

The NYSE has up to 45 days to review the company's submitted business plan and inform the company of its decision.

ABOUT TASTY BAKING COMPANY

Tasty Baking Company (NYSE: TBC), 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.

###

“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 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.