



NEWS RELEASE

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TASTYKAKE ANNOUNCES 2007 SEASON PARTNERSHIP WITH MINOR LEAGUE BASEBALL™

Philadelphia-Based Snack Cake Maker to Sponsor 17 Teams in Key Consumer Markets throughout Mid-Atlantic Region

PHILADELPHIA (May 23, 2007) — Tasty Baking Company announced today a partnership with Minor League Baseball, encompassing in-stadium and on-pack promotion in conjunction with 17 individual teams. This 2007 season marks the first time the manufacturer of the Tastykake® line of snack cakes, cookies, pies and donuts will embark on a comprehensive sports sponsorship package.

“The Tastykake tradition, which began in 1914, goes back almost as long as Minor League Baseball,” according to Charles P. Pizzi, President and CEO of Tasty Baking Company. “Our partnership with Minor League Baseball is a perfect fit for our brand. For over a century, Minor League Baseball has been providing family-oriented entertainment and strong character lessons to the kids and parents who support the teams in the community. It’s an atmosphere where Tastykakes can be enjoyed as a special treat!”

The Tastykake sponsorship includes ballpark signage, PA announcements and product sales throughout the season. The company is sponsoring the following Minor League Baseball teams:

- Aberdeen IronBirds (Aberdeen, Maryland)
- Altoona Curve (Altoona, Pennsylvania)
- Binghamton Mets (Binghamton, New York)
- Bowie Baysox (Bowie, Maryland)
- Delmarva Shorebirds (Salisbury, Maryland)
- Erie SeaWolves (Erie, Pennsylvania)
- Frederick Keys (Frederick, Maryland)
- Hagerstown Suns (Hagerstown, Maryland)
- Harrisburg Senators (Harrisburg, Pennsylvania)
- Lake County Captains (Eastlake, Ohio)
- Lakewood BlueClaws (Lakewood, New Jersey)

- Reading Phillies (Reading, Pennsylvania)
- Scranton/Wilkes-Barre Yankees (Scranton, Pennsylvania)
- State College Spikes (State College, Pennsylvania)
- Trenton Thunder (Trenton, New Jersey)
- Williamsport Crosscutters (Williamsport, Pennsylvania)
- Wilmington Blue Rocks (Wilmington, Delaware)

“Tastykake is legendary in the Philadelphia area, and one of our most important objectives is to extend the Tastykake excitement and brand loyalty to markets beyond our hometown,” according to Tasty Baking Company Marketing Director Jon Silvon. “Our relationship with Minor League Baseball enables us to engage families who might not be aware of the high quality and product variety available from Tastykake, from trans-fat-free chocolate covered, Peanut Butter Kandy Kakes, to Sensables® sugar-free, low-carb cupcakes, to our iconic butterscotch-iced, sponge cake Krimpets.”

“We have a great story to tell,” notes Silvon, “as do each of the teams we’re supporting this season. Tasty Baking Company is proud to be a part of such a rich American tradition, and we wish all of our teams and players success this season!”

For more information about the Tastykake sponsorship of Minor League Baseball, or to learn more about the Tastykake product line of high quality, fresh baked cookies, cakes, pies and snack bars, visit online at 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.

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