



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **TASTYKAKE KICKS OFF FOOTBALL SEASON BY OFFERING LOYAL FANS A CHANCE TO WIN PHILADELPHIA EAGLES TICKETS**

**PHILADELPHIA** (September 2, 2008) — What is the only thing better than enjoying a Tastykake and watching the Philadelphia Eagles challenge for a championship every Sunday on television? Being there in person!

As the 2008 Philadelphia Eagles season kicks off, Tasty Baking Company, makers of the Tastykake® snack line, today announced that loyal Tastykake and Eagles fans can win individual tickets to 2008 Philadelphia Eagles home games at Lincoln Financial Field or a grand prize of 2009 season tickets to the Philadelphia Eagles.

From now until November 14th, fans who purchase specially marked Eagles-branded products will have the opportunity to "scratch" a sticker on the packaging to reveal a special code and then "text" it to the number provided or enter the code at Tastykake.com. Each week before home games during the 2008 season, one family-pack purchaser will win 4 game tickets and one single-serve purchaser will win 2 game tickets to the game. The contest can be found on Butterscotch Krimpets®, Peanut Butter Kandy Kakes® (*either product in single-serve or family packs*) and Tastykake's Philadelphia Eagles Cupcakes (*family pack only*).

Additionally, every time fans enter the promotion, they will automatically become eligible to win the grand prize – 2009 Philadelphia Eagles season tickets! There is no limit to the amount of codes an individual can enter and Tastykake consumers are encouraged to enter early and often.

Beyond the promotion, Tastykake will work with the Eagles throughout 2008-2009 to implement a fully integrated marketing program including co-branded Tastykake products, advertising for radio, print and online as well as collectible Philadelphia Eagles tins filled with Tastykake products.

"We are extremely proud to partner with the Philadelphia Eagles, which share Tastykake's status as an iconic brand within the Philadelphia region," said Jon Silvon, Director of Marketing of Tasty Baking Company. "This relationship along with Tastykake's other sports marketing partnerships continues the Tastykake tradition of developing innovative ways to reach its valued consumers."

To learn more about this specific promotion or the Tastykake product line of high quality, fresh baked cakes, pies, snack bars, cookies and donuts, please visit [www.tastykake.com](http://www.tastykake.com).

**ABOUT TASTY BAKING COMPANY**

Tasty Baking Company (NasdaqGM: 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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