



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **TASTYKAKE® & THE PITTSBURGH STEELERS PROUDLY LAUNCH MARKETING SPONSORSHIP**

*Collaboration marks beginning of innovative venture between two beloved Pennsylvania organizations*

**PHILADELPHIA** (September 25, 2009) — In an ongoing effort to align itself with highly-regarded professional sports organizations, Tasty Baking Company (NasdaqGM: TSTY), makers of the Tastykake® snack line, today announced a multi-year, multi-platform marketing alliance with the Pittsburgh Steelers. Tastykake will join with the Steelers in a broad program, highlighted by co-branded products; radio, print and online advertising; and the availability of collectible Pittsburgh Steelers tins filled with various Tastykake products on Tastykake.com.

“Our sponsorship of the Pittsburgh Steelers further extends the Tastykake tradition of reaching our devoted consumers through breakthrough marketing initiatives,” said Jon Silvon, Director of Marketing for Tasty Baking Company. “Together we share a commitment to excellence that our fans have come to expect. Tastykake is proud to sponsor the Pittsburgh Steelers, especially as we appreciate, enjoy and share terrific loyalty from fans. Tastykake looks forward to working with the well-regarded Steelers organization in developing consumer and community marketing programs that are viewed by our consumers as novel and exciting.”

“The Steelers and Tastykake represent two strong brands that benefit from a distinctive, long-standing relationship with our valued fans,” said Steelers’ Marketing Coordinator Rick Giugliano. “We look forward to collaborating with Tasty Baking Company and we welcome them as a new sports sponsor in Pittsburgh, a city that demonstrates great passion for their Steelers and for the Tastykake brand.

This sponsorship with the Pittsburgh Steelers further supports Tastykake’s strategic approach of reaching consumers in varied ways, notably through professional sports. Tasty Baking Company currently has strong partnerships with the World Champion Philadelphia Phillies, Philadelphia Eagles, Philadelphia Flyers and SportsRadio 610 WIP. To read more about Tastykake’s sports marketing initiatives or the Tastykake product line of high quality, fresh baked cakes, pies, snack bars, cookies and donuts, 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.