



NEWS RELEASE

For:

Tasty Baking Company

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FOR IMMEDIATE RELEASE

TASTY BAKING COMPANY DECLARES REGULAR QUARTERLY CASH DIVIDEND

Philadelphia, Pennsylvania, October 28, 2008 – Tasty Baking Company (NasdaqGM: TSTY) today announced that its Board of Directors on October 28, 2008, declared a regular quarterly cash dividend of \$0.05 per share on all outstanding shares of common stock. The dividend is payable December 1, 2008, to shareholders of record as of the close of business on November 17, 2008.

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. In addition, consumers can send Tastykake products throughout the United States from the company website or by calling 1-800-33-TASTY.

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