

(5/18/06)

Tastykake®
“Shore Things”
Instant-Win Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN, NOR WILL MAKING A PURCHASE INCREASE YOUR CHANCES OF WINNING.

How To Play: Sweepstakes begins on **6/16/06** and ends on **7/30/06** (the “Promotion Period”). There are two ways to participate; (1) Visit any participating retail store and purchase a specially marked Tastykake® Family Pack and look for a “Shore Things” Game Piece inside. The Game Piece will indicate whether or not you are an Instant-Winner and if so, what prize you have won. (See “Prize Claim” section below for instructions on how to redeem your winning Game Piece). (2) You may request a free Game Piece, without making a Tastykake purchase, by sending a self-addressed stamped envelope to: **Tastykake “Shore Things” Game Piece Request, PO Box 25497, Rochester, NY 14625**. Free Game Piece requests must be received by **7/17/06**, or while supplies last. Limit: 1 free Game Piece request per person per day, during the Promotion Period.

Eligibility: You must be at least 13 years of age and a legal U.S. resident in order to participate. Employees and directors of Tasty Baking Company, and its subsidiaries, affiliates, distributors, retail dealers, advertising and promotional agencies and printing vendors (and immediate family members or those living in the same household with such individuals), are not eligible to participate. All federal, state, and local laws and regulations apply.

Prizes: There are 25 Grand Prizes of a Weber Summit Gold Grill, having an Approximate Retail Value (“ARV”) of \$980 each. There are also the following prizes: 2,500 Tastykake Radio Coolers (ARV: \$17 each); 7,575 Tastykake Krimpet Rafts (ARV: \$10 each); and 18,000 Tastykake Flying Disks (ARV: \$.80 each). In addition, there are 92,999 Free Product Certificates available to be won, good for any single-serve Tastykake product (Certificate value ranges from \$.50 - \$1.19. average ARV is \$.85).

ARV of all 121,099 prizes available to be won: \$236,200.

Odds: Based upon a total of 2.42MM Game Pieces, the odds of winning a prize is approximately 1:20.

Prize	Number Available	ARV (Each)	Odds
Weber Summit Gold Grill	25	\$980	1:96,800
TK Radio Cooler	2,500	\$17	1:968
TK Krimpet Raft	7,575	\$10	1:319
TK Flying Disk	18,000	\$.80	1:134
Free Tastykake Coupon	92,999	\$.50-1.19	1:26

Prize Claim: To claim a prize, make a copy of your winning “Shore Things” Game Piece for your records, complete the Official Entry Form, found on the back of the Game Piece and mail it to: **Tastykake “Shore Things” Prize Claim, c/o US Sweepstakes Co., 625 Panorama Trail (Bldg. 2 – Suite 100), Rochester, NY 14625**. All prize claims must be received by **8/31/06**, and are subject to validation. Note: Sponsor is not responsible for lost, damaged, illegible, late, misdirected, or postage-due mail. Prizes will be shipped to address provided on Game Piece within 4 – 6 weeks of their receipt. Unclaimed prizes will not be awarded, except at the sole discretion of the Sponsor.

Conditions and Limitations: All entries become the property of the Sponsor, who reserves the right to substitute a prize of equal or greater value. No substitution or transfer of prize is permitted, and no cash equivalent for any prize is offered, except at the sole discretion of the Sponsor. Any submitted winning game card that is tampered with, forged, illegible, mutilated, altered, duplicated, or obtained through unauthorized distribution channels, will be null and void. In the event of a printing or production-related error, neither Sponsor, nor its advertising/ promotions agencies, participating retailers, nor their respective agents or suppliers shall have any liability. Liability for any irregular, damaged, or missing game pieces is limited to a free replacement, while supplies last. In no event shall more prizes be awarded than the number stated in the “Prizes” section above. In the event that production, seeding, printing or any other reasons cause more than stated number of prizes in any category, as set forth in these Official Rules, to be available and/or claimed, Sponsor reserves the right to award only stated number of prizes (previously not awarded) in that prize category by random drawing from among all legitimate eligible prize claimants in that category. Grand Prize (Weber Summit Gold

Grill) winners (or winner's parent/legal guardian, if winner is a minor) will be required to sign an Affidavit of Eligibility and Liability/Publicity Release upon their notification, to be returned within 10 days, or an alternate winner may be selected. All federal, state, and local taxes on prizes offered, if applicable, are the sole responsibility of the winner.

Acceptance of a prize constitutes permission from the winner (or the winner's parent/legal guardian, if winner is a minor) to the Sponsor and its agencies to use such winner's name and/or likeness for advertising and publicity purposes, without further compensation, except where prohibited by law. By entering, each entrant (and each entrant's parent/legal guardian, if entrant is a minor) agrees to hold harmless and indemnify the Sponsor and its subsidiaries, affiliates, directors, officers, employees and agents against any and all liability, damages or causes of action (however named or described), with respect to or arising out of entrant's participation in this promotion, and/or the receipt, use, or misuse of any prize awarded herein. All merchandise prizes are awarded "as is" with no at-law or implied warranties whatsoever. By participating in this promotion, entrants agree to be bound by these Official Rules and the decisions of the Independent Sweepstakes Administrator.

Disputes: Except where prohibited by law, all disputes concerning this promotion will be governed by and construed in accordance with the laws, rule and regulations of the Commonwealth of Pennsylvania without regard to its choice of laws or conflict of laws provisions.

Winners List: For names and city/state of the Grand Prize winners in this promotion, send a self-addressed, stamped, #10 envelope (after **7/30/06**, but no later than **8/31/06**) to: **Tastykake "Shore Things" Winner Confirmation Request, PO Box 25497, Rochester, NY 14625.**

Independent Sweepstakes Administrator: This sweepstakes is being administered by The US Sweepstakes & Fulfillment Co, 625 Panorama Trail (Bldg. 2, Suite 100), Rochester, NY 14625, who is responsible for overseeing the awarding of all prizes, and whose decisions will be considered final in all matters related to this promotion.

Sponsor: Tasty Baking Company, 2801 Hunting Park Avenue, Philadelphia, PA 19129.

Void in Puerto Rico and wherever restricted or prohibited by law