



NEWS RELEASE

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TASTYKAKE AND THE PHILADELPHIA EAGLES PROUDLY KICK-OFF MARKETING PARTNERSHIP

Partnership marks beginning of exciting venture between two beloved Philadelphia organizations

PHILADELPHIA (May 1, 2008) — Continuing to align itself with Philadelphia organizations that share its iconic status, Tasty Baking Company, makers of the Tastykake® snack line, today announced a three-year, multi-platform marketing alliance with the Philadelphia Eagles. Tastykake and the Eagles will join together in a comprehensive program, which will include co-branded products; radio, print, television and online advertising; promotional events featuring Eagles Cheerleaders and SWOOP, the team mascot; collectible Philadelphia Eagles tins filled with Tastykake products; and a partnership with the Philadelphia Eagles' Kids Club.

“Our partnership with the Philadelphia Eagles extends the Tastykake tradition of reaching our loyal consumers through non-traditional marketing,” said Charles P. Pizzi, President and CEO of Tasty Baking Company. “Together we share a commitment to excellence, for our fans, our business partners and our city. We look forward to working with this highly regarded organization to create innovative consumer and community marketing programs.”

“The Eagles and Tastykake represent two brands that share a powerful connection with our fans,” said Eagles Senior Vice President of Business Operations, Mark Donovan. “We look forward to working in partnership with Tastykake and welcoming them as neighbors as they move into the Navy Yard adjacent to Lincoln Financial Field.

This partnership continues Tastykake’s strategic approach of reaching its target consumers in a myriad ways, notably in the area of professional sports. Tastykake currently has partnerships with the Philadelphia Flyers, SportsRadio 610 WIP and Philadelphia second baseman, Chase Utley. To learn more about Tastykake’s sports marketing partnerships or the Tastykake product line of high quality, fresh baked cakes, pies, snack bars, cookies and donuts, visit 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**. 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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