



FOR IMMEDIATE RELEASE

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TASTYKAKES GO TO WASHINGTON, D.C.

A variety of Tastykakes will be donated to the U.S. Capitol Police and the Secret Service in appreciation of their work during the Inauguration

PHILADELPHIA, Pa. Jan. 17 — The Inauguration of President George W. Bush on January 20, 2005, will be a significant undertaking for the thousands of security professionals charged with keeping guests and the public safe.

In an effort to give them a Tasty break from their immensely difficult task, Tasty Baking Company will be donating more than 1,500 Tastykakes to the U.S. Capitol Police and Secret Service.

"After September 11, we sent Tastykakes to the Capitol Police in Washington to show our support of them as they faced the challenge of heightened security," said Vince Melchiorre, senior vice president and chief marketing officer of Tasty Baking Company. "They loved the Tastykakes and have requested them again for Inauguration Day."

The security detail will be able to enjoy delicious Tastykake products, including Peanut Butter Kandy Kakes and Butterscotch Krimpets, as well as a variety of the company's new sugar-free products, Tastykake Sensables.

"Providing Tastykakes is our way of saying 'thanks' to those individuals who work so hard to help ensure the safety of millions of people," Melchiorre added.

Tasty Baking Company, (TBC: NYSE), 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.