



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

May 28, 2008

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**TASTYKAKE, PNC & ALLEGHENY WEST FOUNDATION PARTNER TO LAUNCH  
A NEW TASTYKAKE THRIFT OUTLET STORE**

*New store to offer job opportunities to local students;  
encourage neighborhood growth and renewal along Ogontz Avenue*

**PHILADELPHIA** (May 28, 2008) — In support of Allegheny West Foundation and its WorkReady Philadelphia program, a second Tastykake Thrift Outlet Store will open Wednesday, May 28 at 7155 Ogontz Avenue. PNC Financial Services Group will also donate \$100,000 to assist Allegheny West with the education and job-training components of this youth program. Through support from Tasty Baking Company and PNC, local high school students involved in the WorkReady Philadelphia program will staff this store, providing them with the opportunity to learn important, transferable skills for successfully operating a business. A full array of Tastykake products, including the ever-popular Butterscotch Krimpets® and Peanut Butter Kandy Kakes®, will be sold at discounted prices. All profits from the Tastykake Thrift Outlet Store will fund the Allegheny West Foundation and its programs.

“Tastykake has a rich, long-standing relationship with Allegheny West Foundation and our local community,” said Charles P. Pizzi, President and Chief Executive Officer of Tasty Baking Company. “In partnering with the Foundation and PNC to open this new thrift outlet store, we hope to immediately influence local students and the local community in a positive and proactive way. Tastykake is happy to participate in such a valuable initiative with two outstanding partners.”

“PNC is committed to investing in the neighborhoods in which we live and work and to the education of our youth,” said Carol Lawrence, Senior Vice President of Community

Development Banking, PNC. “We are pleased that our long-term partnership with the Allegheny West Foundation will lead to more jobs for our youth and a retail presence in Ogontz Avenue corridor with the opening of this second Tastykake Thrift Outlet Store.”

This event marks a continued commitment to economic revitalization within Philadelphia and to providing local youth with job opportunities. In June 2005, Allegheny West, PNC and Tastykake partnered to open the first Tastykake Thrift Outlet Store at 2229 Venango Street in the Hunting Park section of Philadelphia. PNC donated that particular building – a former bank branch – to Allegheny West and provided \$75,000 to assist with education and job training.

The youth training program is part of the WorkReady Philadelphia initiative, which is managed by the Philadelphia Youth Network (PYN). Stacy Holland, PYN’s Co-President and Chief Operating Officer, praised the Allegheny West Foundation and its corporate partners on the opening of this second store saying, “In creating a viable business that incorporates a successful youth training program, Tastykake, PNC and Allegheny West have demonstrated how the private sector and non-profit world can work together to insure better outcomes for our city’s youth. That is a key operating principle across all of our WorkReady programs.”

To learn more about Tastykake’s philanthropic efforts, visit [www.tastykake.com](http://www.tastykake.com). For more information about Allegheny West Foundation, visit [www.awest.org](http://www.awest.org). For additional information regarding PNC, visit [www.pnc.com](http://www.pnc.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. For more information on Tasty Baking Company, visit [www.tastykake.com](http://www.tastykake.com). Consumers can send Tastykake products throughout the United States from the Company’s website or by calling 1-800-33-TASTY.

#### **ABOUT ALLEGHENY WEST FOUNDATION**

The mission of Allegheny West is to improve the quality of life within Allegheny West, the residential neighborhood south of the Tasty Baking Company. The programs focus on comprehensive community building, including increasing the supply of affordable housing, encouraging business development, and strengthening the social fabric of the community by addressing problems ranging from health care to education. The Foundation also works to promote civic engagement of area residents through local leadership development, and to improve the quality of youth education through work-based learning opportunities such as the WorkReady Philadelphia Program.

#### **ABOUT PNC**

The PNC Financial Services Group, Inc. (<http://www.pnc.com/>) is one of the nation's largest diversified financial services organizations providing retail and business banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; asset management and global fund services.

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