



NEWS RELEASE

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TASTYKAKE AND SPORTSRADIO 610 WIP ANNOUNCE NEW MARKETING PARTNERSHIP IN DELAWARE VALLEY

Legendary Philadelphia-based snack cake maker reaches loyal consumers through alliance with region's leading sports information source

PHILADELPHIA (July 16, 2007) — Tasty Baking Company today announced a comprehensive marketing partnership with SportsRadio 610 WIP, the Delaware Valley's premier source of round-the-clock, comprehensive sports news. Tastykake and 610 WIP have joined together in a multi year, multiple platform alliance that includes naming rights of 610 WIP's suburban Philadelphia state-of-the-art HD studios, radio advertising, Tastykake promotions with 610 WIP talent, in-studio signage, and online advertising. At the top of each hour seven days a week, 610 WIP personalities will remind devoted listeners that the station broadcasts "live from the Tastykake studios."

"Our partnership with 610 WIP demonstrates that Tastykake will always find the most direct and personal way to speak to our consumers," said Charles P. Pizzi, President and CEO of Tasty Baking Company. "610 WIP is the 'go-to' sports source for Tastykake fans, and we're thrilled to be reaching those consumers more effectively through this sponsorship."

For more than 20 years, SportsRadio 610 WIP has been the leader in providing up-to-the-minute, comprehensive sports coverage for the greater Philadelphia region's beloved sports teams. The station historically attracts a wide listener base of males ages 25 through 54, a critical mass of Tastykake consumers.

"Today we celebrate the collaboration of two of Philadelphia's most beloved icons - Tastykake and 610 WIP," said Marc Rayfield, Vice President and General Manager of SportsRadio 610 WIP. "Philadelphians have amazing passion for their sports teams and the Tastykake brand, and this partnership recognizes what is important in the daily lives of our listeners."

Tasty Baking Company also announced today its new marketing initiative with Philadelphia second baseman Chase Utley in an exclusive promotion for Wawa, Inc. Beginning July 16, Tastykake consumers will have the opportunity to win a personal "meet and greet" with Utley and four tickets to an upcoming Philadelphia game, in

addition to a myriad of runner-up prizes such as Wawa gift cards and Minor League Baseball ticket packages.

These partnerships, in addition to the company's previously-announced alliance with Minor League Baseball, demonstrate Tastykake's commitment to reach its loyal consumers on an individual level through non-traditional marketing. 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 (Nasdaq: 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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