



NEWS RELEASE

For:

Tasty Baking Company
For More Information:
Mary C. Borneman
Manager, Investor & Public Relations
215-221-8537
mary.borneman@tastykake.com

David S. Marberger
Chief Financial Officer;
Chad Ramsey
Director, Investor Relations
215-221-8500

FOR IMMEDIATE RELEASE

**TASTY BAKING COMPANY TO WEBCAST
FIRST QUARTER 2007 FINANCIAL RESULTS**

Philadelphia, Pennsylvania, May 6, 2007 - Tasty Baking Company (NasdaqGM: TSTY) will hold its quarterly conference call to discuss first quarter 2007 financial results and other business developments on Wednesday, May 9, 2007, at 11:00 a.m. EDT. Charles P. Pizzi, President and CEO, and David S. Marberger, Executive Vice-President and Chief Financial Officer, will host the call, which will be broadcast over the Internet at the company's website, www.tastykake.com

The conference call can be found under the subheading, "Investor Relations" under the "Our Company" section of the company website. For those who cannot listen to the live broadcast, a replay will be available two hours after the call and will remain available for ninety days.

The webcast is also being distributed over CCBN's Investor Distribution Network to both institutional and individual investors. Individual investors can listen to the call through CCBN's individual investor center at www.fulldisclosure.com or by visiting any of the investor sites in CCBN's Individual Investor Network. Institutional investors can access the call via CCBN's password-protected event management site, StreetEvents (www.streetevents.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 website (www.tastykake.com) or by calling 1-800-33-TASTY.

DRAFT

CONFIDENTIAL

DRAFT