

**TASTY BAKING COMPANY
ACCOUNTING AND AUDITING POLICY ON REPORTING
COMPLAINTS AND CONCERNS**

This policy is adopted to encourage any employee of Tasty Baking Company or any of its subsidiaries (collectively, the “Company”), any investor in the Company or other interested person to submit a good faith complaint or concern regarding accounting or auditing matters to the Audit Committee of the Company without fear of dismissal or retaliation. The Company is committed to achieving compliance with all applicable securities laws and regulations, accounting standards, accounting controls and audit practices.

In order to facilitate the reporting of complaints and concerns, the Company’s Audit Committee has established the following procedures for (1) the receipt, retention and treatment of complaints or concerns regarding accounting, internal accounting controls or auditing matters (“Accounting Matters”) and (2) the confidential, anonymous submission by employees of complaints or concerns regarding questionable Accounting Matters.

Receipt of Complaints and Concerns

Employees, investors and other interested persons with complaints or concerns regarding Accounting Matters may report such complaint or concern to the Director of Internal Controls of the Company. Complaints or concerns of employees may be made on a confidential, anonymous basis. Complaints and concerns may be forwarded to the Director of Internal Controls via telephone, e-mail or regular mail:

- (215) 221-8853;
- AccountingMatters@tastykake.com; or
- Tasty Baking Company Audit Committee
Attn: Director of Internal Controls – Accounting and Auditing Matters
Navy Yard Corporate Center
Three Crescent Drive Suite 200
Philadelphia, PA 19112

For employees wishing to make confidential, anonymous submissions, please use the telephone number or submit a letter to the address listed above. The Company cannot guarantee the anonymity of e-mail submissions. In order to ensure that their complaints or concerns are appropriately considered and responded to, investors and other interested persons should identify themselves and their interest in the Company and provide an address at which they may be contacted. The identity of any employee filing a good faith complaint or concern will not be disclosed to management or other employees. All complaints and concerns should provide specific details about the potential wrongdoings to enable the Director of Internal Controls and the Audit Committee to investigate the matter and, when appropriate, take corrective action.

Scope of Matters Covered by These Procedures

These procedures relate to complaints or concerns regarding any questionable Accounting

Matters, including without limitation, the following:

- fraud or deliberate error in the preparation, evaluation, review or audit of any financial statement of the Company;
- fraud or deliberate error in the recording and maintaining of financial records of the Company;
- deficiencies in or noncompliance with the Company's internal accounting controls;
- misrepresentation or false statement to or by a senior officer or accountant regarding a matter contained in the financial records, financial reports or audit reports of the Company; or
- deviation from full and fair reporting of the Company's financial condition.

Treatment of Complaints and Concerns

Upon receipt of a complaint or concern, the Director of Internal Controls will (i) determine whether the complaint or concern actually pertains to Accounting Matters, and (ii) when possible, acknowledge receipt of the complaint or concern to the sender. Complaints or concerns relating to Accounting Matters will be reviewed under direction and oversight of the Audit Committee by the Director of Internal Controls, the Corporate Controller or such other persons as the Audit Committee determines to be appropriate. Confidentiality will be maintained with respect to all good faith complaints and concerns consistent with the need to conduct an adequate review and take appropriate remedial actions. The identity of any employee reporting a good faith complaint or concern will not be disclosed to management or other employees, but may be disclosed to applicable government authorities, as necessary. Prompt and appropriate corrective action will be taken when necessary and as warranted in the judgment of the Audit Committee.

The Company will not discharge, demote, suspend, threaten, harass or in any manner discriminate against any employee in the terms and conditions of employment based upon any lawful actions of such employee with respect to good faith reporting of complaints or concerns as specified in Section 806 of the Sarbanes-Oxley Act of 2002.

Reporting and Retention of Complaints and Concerns and Investigations

The Director of Internal Controls will maintain a log of all complaints and concerns, tracking their receipt, investigation and resolution and shall prepare a periodic summary report thereof for the Audit Committee. Copies of complaints and concerns and such log will be maintained in accordance with the Company's document retention policy.