



## NEWS RELEASE

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### TASTYKAKE UNVEILS LOW-FAT LINE OF FRESHLY BAKED TREATS

*Raspberry-Filled Koffee Kake Cupcakes and Chocolate Iced Vanilla Cupcakes, featuring signature Tastykake quality, are newest additions to “Better for You” product platform*

**PHILADELPHIA** (January 9, 2008) — Tasty Baking Company is delivering more delicious yet smart options to consumers with the introduction of its brand new low-fat product line. The launch of Low-Fat Raspberry-Filled Koffee Kake Cupcakes and Low-Fat Chocolate Iced Vanilla Cupcakes represents Tastykake’s continued commitment to product expansion, notably in the area of wellness. Additional low-fat cake, cookie and snack bar varieties are scheduled to debut throughout 2008 and beyond.

In an effort to meet the increasing consumer demand for high-quality, fresh baked goods that fit a variety of dietary restrictions and preferences, Tasty Baking Company has maintained a strong focus on developing its “Better for You” wellness platform. The low-fat products join the Sugar-Free Sensables™ line, which was launched in 2004, and a variety of 100-Calorie products that were introduced in 2007. All low-fat, sugar-free and 100-calorie products contain zero trans-fats.

“Sales of our “Better for You” products indicate that we can reach new customers by offering more choices,” said Jon Silvon, Director of Marketing for Tasty Baking Company. “Tastykake’s tradition of wholesome fresh baked snacks was made famous by our sponge cake Krimpets, chocolate covered Kandy Kakes, and fruit-filled pies. Not only are we continuing to innovate with those iconic products, we are translating that tradition into new, low-fat products that appeal to health-conscious consumers and live up to the Tastykake standard of freshness and quality.”

Tastykake’s Low-Fat Raspberry-Filled Koffee Kake Cupcakes and Low-Fat Chocolate Iced Vanilla Cupcakes are now available in supermarkets, convenience stores, and anywhere Tastykakes are sold. These products are also available online at [www.tastykake.com](http://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](http://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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