



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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**TASTY BAKING COMPANY LAUNCHES NEW KRIMPET TO SUPPORT BREAST  
CANCER AWARENESS THROUGH A PARTNERSHIP WITH BREASTCANCER.ORG**

*Sales of Limited Edition Strawberry Jelly Krimpets Will Benefit Online Resource for  
Breast Cancer Support and Information*

**PHILADELPHIA** (September 27, 2007) — Tasty Baking Company today unveiled its most recent philanthropic product offering, the Tastykake Strawberry Jelly Krimpet. 10% of the proceeds from the sale of this limited edition offering will be donated to breastcancer.org, a Narberth, Pennsylvania based online resource dedicated to helping women and their loved ones make sense of the complex medical and personal information about breast cancer.

Strawberry Jelly Krimpets, an extension of the legendary sponge cake line, may be purchased in grocery stores and online at [www.tastykake.com](http://www.tastykake.com), while supplies last, for \$3.79 per family pack. Information about breastcancer.org will appear on each family pack carton.

“The prevalence of breast cancer in our world is staggering, and breastcancer.org offers tremendous knowledge, comfort, and support to people when they need it most,” said Autumn R. Bayles, Senior Vice President, Strategic Operations and Technology for Tasty Baking Company. “Utilizing the packaging of the Strawberry Jelly Krimpet to tell the story of breastcancer.org helps support the millions of people out there living with the disease and working toward a cure every day.”

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More than 8 million people visit breastcancer.org each year to learn about the disease and its impact on patients and families, while connecting with others going through a similar experience. The site was launched in 1999 by Dr. Marisa Weiss, a breast cancer specialist and author of the acclaimed book, *Living Beyond Breast Cancer*.

“Despite the widespread consumer awareness of breast cancer as an issue, the disease itself remains quite a confusing and scary experience for the people going through it,” according to Dr. Weiss. “The fundraising opportunity that Tastykake has created will have a significant, lasting impact on breastcancer.org and the millions of people who visit our site each year.” Dr. Weiss is also director of Breast Radiation Oncology at Lankenau Hospital, an acute-care teaching hospital in Wynnewood, PA, where the new product was announced during a news conference.

To learn more about Tasty Baking Company’s philanthropic efforts, visit [www.tastykake.com](http://www.tastykake.com). For more information about breast health and breast cancer, visit [www.breastcancer.org](http://www.breastcancer.org).

**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.

**ABOUT BREASTCANCER.ORG**

Serving 8 million individuals annually, **breastcancer.org** is the premier Internet source for responsible, accurate medical information and visual images about breast cancer, helping patients and survivors manage their breast cancer experience with confidence. The site helps women at every step along the way, including explaining medical terms, detailing treatment options, guiding possible questions for the next doctor’s visit, providing suggestions for strengthening critical doctor-patient relationships, and interpreting the latest medical research. For more information, please visit [www.breastcancer.org](http://www.breastcancer.org).

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