

From: Hostess Brands

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For Immediate Release

MAKE A SWEET RESOLUTION THIS NEW YEAR WITH HOSTESS® 100 CALORIE PACKS® LEMON CUPCAKES

Launches Portion Controlled Golden Cakes with Lemon Icing and Hostess' Signature Crème Filling

Irving, TX – January 4, 2010 – This year there are even more ways to satisfy a craving for something sweet while sticking to a New Year's resolution. [Hostess®](#), the maker of America's most iconic snack cakes, announced the extension of its popular [100 Calorie Packs](#) line of cakes with the introduction of new Lemon Cupcake 100 Calorie Packs. Each 100 Calorie Pack contains three moist golden cupcakes with refreshing lemon icing and Hostess' signature crème filling.

"The success of our 100 calorie snack line has encouraged us to develop a wide range of delicious flavor combinations that stay true to the taste Hostess fans love and expect from our 100 Calorie Packs," said Rich Seban, Chief Marketing Officer at Hostess Brands. "Now consumers have even more ways to stay dedicated to their New Year's resolutions while still being able to enjoy a sweet treat."

Hostess has become a leader in the portion control and 100 Calorie product category with the successful introduction of several varieties of Hostess 100 Calorie Packs over the past two years, with a product line that includes:

- Chocolate cupcakes with chocolate icing and creamy filling
- Carrot cake cupcakes with cream cheese icing and creamy filling
- Cinnamon coffee cakes with streusel topping
- Strawberry cupcakes with cream cheese icing and creamy filling

- Twinkie Bites[®] with creamy filling

For more information visit www.hostesscakes.com/100. Follow us on Twitter at www.twitter.com/hostess_snacks

Hostess Brands, Inc. is one of the nation's largest providers of fresh-baked bread and sweet goods, sold under various brand names including [Wonder[®]](#), [Merita[®]](#), [Home Pride[®]](#), [Nature's Pride[®]](#), [Hostess[®]](#), [Drake's[®]](#), and [Dolly Madison](#). The Company is headquartered in Irving, Texas.

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