

From: Hostess Brands, Inc.

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For Immediate Release

HOSTESS® ADDS TO LINE OF DELICIOUS DONUTS WITH NEW FROSTED DEVIL'S FOOD CAKE DONETTES

Irving, TX – July 25, 2011 – [Hostess®](#), the maker of America's most iconic snack cakes, has introduced new Frosted Devil's Food Cake Donettes, an indulgent addition to their popular line of Donettes - delicious mini donuts available in an assortment of flavors.

The moist devil's food cake donuts dipped in a delicious chocolate-flavored coating are now available in grocery and convenient stores across the country. The treats can be enjoyed in four convenient sizes including 10.5oz Dunkie Bags, 11.25oz Dunkie Bags, 12.2oz Sweet Sixteen Dunkie Bags, and 3oz Single Serve sleeves.

"Donettes continue to be one of our most popular sweet baked goods. In fact, Hostess produces more than two billion per year - enough to wrap around the Earth three times," said Mike Touhey, Vice President of Snack Marketing at Hostess Brands. "We are excited to give Hostess consumers another delicious indulgence to share with their friends and families."

For additional information about Hostess visit www.hostesscakes.com. 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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