

From: Hostess Brands, Inc.

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For Immediate Release

HOSTESS® RAISES FLAVOR STAKES WITH NEW STRAWBERRY CUPCAKES AS PART OF “CUPCAKE JACKPOT” PROMOTION

Consumers Can Enter for Chance to Win Daily Prizes and \$10,000 Grand Prize

Irving, TX – April 27, 2011 – [Hostess®](#), creator of The Original Squiggle® and baker of America’s most iconic snack cakes, is raising the flavor stakes this month with the help of their recently launched Strawberry CupCakes. The sweet new variety bursting with fruit flavor will be part of the brand’s Cupcake Jackpot promotion, which offers consumers the chance to win a grand prize of \$10,000 as well as more than 300 daily prizes, including cash, a one-year supply of Hostess® CupCakes, Hostess® prize packs, and Flip Video™ cameras with customized squiggle skins.

By registering game codes printed on the back of specially marked multipacks of Hostess® CupCakes at www.hostesscakes.com, consumers can “spin” the online Cupcake Flavor Wheel for a chance at a \$10,000 grand prize or one of over 300 daily prizes. Additionally, consumers can show their support for their favorite CupCake flavors by voting in an online poll on www.hostesscakes.com.

“Fans of The Original Squiggle will be feeling lucky this month as they spin the virtual wheel for a chance to win some amazing prizes during our **Cupcake Jackpot** promotion,” said Mike Touhey, Vice President of Snack Marketing for Hostess Brands. “With new Strawberry CupCakes joining our iconic varieties on

shelves across the country, consumers have more reasons than ever to spin their CupCake cravings into a sweet reward.”

Hostess[®] CupCakes come in several squiggle-topped varieties:

- Chocolate - Frosted Chocolate Cake with Creamy Filling
- Golden – Frosted Yellow Cake with Creamy Filling
- Orange – Orange Flavored Cake with Creamy Filling
- *New* Strawberry – Frosted Strawberry Cake with Creamy Filling

In addition, Hostess[®] 100 Calorie Pack CupCakes are available in Chocolate, Lemon, and Strawberry.

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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