

From: Hostess Brands, Inc

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For Immediate Release

HOSTESS® ANNOUNCES WINNER OF THE DONETTES® “NAME THE PENGUINS” CONTEST

*Hostess Fans Chose Their Favorite Names for the Adorable New Penguins
Featured on Holiday-Themed Packaging; Florida Resident Wins \$2,500 Grand
Prize for Submitting the Winning Names*

Irving, TX – [Hostess®](#) is making the New Year brighter for one lucky fan. Lauren Elser of Cape Coral, FL is the \$2,500 grand prize winner of the Donettes® “Name the Penguins” contest.

From November 22, 2011 to December 11, 2011, Hostess asked consumers to visit its Facebook page - which has recently surpassed 130,000 fans - and suggest names for the four adorable new penguins on the seasonal Donettes packaging. A different penguin is featured on each of four Donettes varieties: Powdered, Frosted, new Frosted Devil’s Food and limited-edition holiday Gingerbread Spice. Five finalists were chosen from among 8,577 entries and from December 17th to December 31st consumers were given the opportunity to vote on Facebook for their favorite names from that group of finalists. Consumers overwhelmingly chose Ms. Elser’s four names: Pipper, Ponce, Penelope and Pongo.

Ms. Elser, a loving mother of two, entered the contest after picking up a bag of her daughter’s favorite treats, Frosted Donettes, and being intrigued by the penguins adorning the packaging. She logged on to Facebook and came up with the winning names on the spot, which received more than 40% of the votes from Hostess fans. Lauren plans on using the \$2,500 grand prize to purchase a new jogging stroller and some new clothes for her children. She is going to put the rest away for a rainy day. In addition to the grand prize of \$2,500, Ms. Elser will receive a free year’s supply of Donettes, as will each of the other four finalists.

“Our fans have shown such wonderful creativity and enthusiasm during the name the Penguins contest. We’re delighted to bring some Hostess holiday cheer to our winner, Ms. Elser, and we are grateful to everyone who participated,” said Amy Clark, Director of Snack Marketing for Hostess.

For official rules and additional information about the “Name the Penguins” contest, visit our Facebook page at www.Facebook.com/Hostess. For more information about Hostess, visit www.hostesscakes.com. You can also 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.