

From: Hostess Brands

**Contact: Hannah Arnold or Jennifer Compton 212-575-4545
Linden Alschuler & Kaplan, Inc. Public Relations**

For Immediate Release

HOSTESS[®] GOES RETRO – CAN YOU DIG IT?

***Unveils Limited-Time, 1970s Inspired Packaging for Chocolate CupCakes,
Ding Dongs[®] and Ho Hos[®];***

Twinkies Get Groovy with Original Banana Filling Recipe

Irving, TX - March 21, 2011 – [Hostess[®]](#), the maker of America’s most iconic snack cakes, is turning back the clock – unveiling retro packaging for Chocolate CupCakes, Ding Dongs[®] and Ho Hos[®] and bringing back the original banana Twinkie filling recipe. Can you dig it?

Sweet stars of the seventies Captain CupCake, King Ding Dong, Twinkie the Kid and Happy Ho Ho will help kick up the nostalgic vibe with cameo appearances on select Hostess packages, available in stores throughout the country from March 21 – April 30, 2011.

“Hostess set the standard for timeless treats that are loved from generation to generation,” said Amy Clark, Director of Snack Marketing for Hostess. “The ‘old-school cool’ packaging and retro recipe Twinkies celebrate the brand’s amazing history and tap into the nostalgia consumers feel with every sweet bite.”

As part of the promotion, through June 11, 2011, consumers can receive a collectible retro Twinkie the Kid alarm clock by mailing in two UPC codes plus \$4.95 shipping & handling. Visit www.hostesscakes.com/clock for details.

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

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