

From: Hostess Brands, Inc.

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HOSTESS® THINKS PINK, LAUNCHING NEW STRAWBERRY CUPCAKE

Delicious Strawberry Flavor Adds New Twist to America's Favorite CupCake

Irving, TX—February 15, 2010—[Hostess](#)®, the maker of America's most iconic snack cakes, is introducing a new pink strawberry cupcake as a permanent addition to its line of squiggle-topped treats. Baked with a burst of fresh strawberries, each package contains eight moist, strawberry-flavored cupcakes with delicious strawberry-flavored icing, Hostess' signature crème filling and, of course, The Original Squiggle™.

"Hostess CupCakes continue to be among America's most popular sweet treats," said Mike Touhey, Vice President of Snack Marketing for Hostess Brands. "Strawberry is an increasingly popular flavor trend and now consumers can enjoy our signature cupcake with festive pink icing and the fresh taste of strawberry."

New Hostess Strawberry CupCakes are now available in stores across the country. Each 15.0 ounce package includes eight individually wrapped cupcakes.

In addition to Hostess' new Strawberry CupCake, the brand offers: The Original Chocolate CupCake with chocolate icing, Golden CupCakes which debuted in 1999, and flavored Orange CupCakes.

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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