

From: Hostess Brands, Inc

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

For Immediate Release

**TRANSFORM YOUR TREAT WITH HOSTESS®
FOR A CHANCE TO WIN \$25,000**

This Halloween Hostess joins with “Transformers: Dark of the Moon” to offer an online sweepstakes with exciting prizes

Irving, TX, September 14, 2011 - [Hostess®](#), maker of America's most iconic snack cakes, is partnering with Paramount Home Entertainment this Halloween to offer consumers a chance to win a grand prize of \$25,000 and a host of other “**Transformers: Dark of the Moon**” prizes with the “*Transform Your Treat*” instant win game. As part of the alliance, Hostess is also introducing limited-edition TRANSFORMERS-themed snack cakes featuring **OPTIMUS PRIME®**, **SHOCKWAVE™**, **BUMBLEBEE™**, and **SENTINEL PRIME™** from the box-office blockbuster movie, based on the iconic Hasbro TRANSFORMERS brand, in grocery stores across the country.

From September 12, 2011 to October 16, 2011, Hostess is inviting consumers to visit <http://www.hostesscakes.com> daily to play the “*Transform Your Treat*” instant win game online. By entering the online sweepstakes, consumers can watch their snack cake convert like a TRANSFORMERS robot for a chance to instantly win \$25,000 or other prizes including Xbox 360® consoles, **Transformers: Dark of the Moon** videogames for Xbox 360®, **Transformers: Dark of the Moon** DVDs and one year supplies of Hostess snacks.

"We're excited to bring together the sweet taste of Hostess snack cakes and the out-of-this-world excitement of **Transformers: Dark of the Moon** in our most action-packed Halloween celebration to date," said Amy Clark, Director of Snack Marketing for Hostess.

Hostess has also introduced these limited edition TRANSFORMERS-themed snack cakes which are available in grocery stores across the country:

- **Snoballimus OPTIMUS PRIME®** - Blue Hostess SnoBalls® with red crème filling
- **Chocwave SHOCKWAVE™** - Hostess CupCakes featuring red icing and metallic sprinkles

Consumers can also find special edition TRANSFORMERS-themed packaging for iconic Hostess Twinkies® and Hostess Chocolate CupCakes through the Halloween season.

Plus, from October 17, 2011 to November 19, 2011, Hostess is offering consumers a \$4 rebate with the purchase of two specially marked Hostess products and a ***Transformers: Dark of the Moon*** Blu-ray or DVD. ***Transformers: Dark of the Moon*** Blu-ray and DVD is available Friday, September 30. For official rules and additional information about these promotions visit www.hostesscakes.com.

While playing the “Transform Your Treat” online game, consumers can get in the Halloween spirit by printing out official masks of the TRANSFORMERS characters **BUMBLEBEE** and **OPTIMUS PRIME**. They can also find out what their TRANSFORMERS name is and share their new AUTOBOT or DECEPTICON name with friends on Facebook and Twitter.

For additional information about Hostess visit www.hostesscakes.com. Follow us on Twitter at www.twitter.com/hostess_snacks. Visit us on Facebook at www.Facebook.com/Hostess.

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.

ABOUT *"TRANSFORMERS: Dark of the Moon"*

A mysterious event from Earth's past threatens to ignite a war so big that the TRANSFORMERS alone will not be able to save the planet. Sam Witwicky (Shia LaBeouf) and the AUTOBOTS must fight against the darkness to defend our world from the DECEPTICONS' all-consuming evil in the smash hit from director Michael Bay and executive producer Steven Spielberg. From Paramount Pictures in association with Hasbro and distributed by Paramount Home Entertainment, the film will debut in a Blu-ray/DVD Combo with a digital copy and on standard DVD on Friday, September 30, 2011.