

From: Hostess Brands, Inc.

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Linden Alschuler & Kaplan, Inc. Public Relations**

For Immediate Release

**“PORTRAITS OF THE AMERICAN CUPCAKE”
CAMPAIGN CELEBRATES 60TH ANNIVERSARY OF ICONIC SQUIGGLE
ON HOSTESS® CUPCAKES**

***Public Invited to Join Nationwide Contest to Create “Cupcake Art”—
Winning Artworks to be Displayed on Hostess Delivery Trucks***

Celebrity Artworks Incorporating the Squiggle to be Auctioned for Charity

Irving, TX – May 3, 2010 – A drum set made of cupcakes. A cupcake moon shining its squiggles on the Las Vegas desert. A cupcake enveloped in a valentine made of lentils. All of the above are among the original artworks created by celebrities including **Rosie O’Donnell**, **Padma Lakshmi** (Top Chef), **Chelsea Handler** (Author and TV host), **Chaske Spencer** (Twilight), **Jordin Sparks** (American Idol) and **Kelly Rutherford** (Gossip Girl), among others, to celebrate the 60th anniversary of the iconic squiggle on Hostess® CupCakes and benefit Free Arts NYC, an organization dedicated to providing educational and arts programs to under-served children.

Hostess is hoping these celebrity squiggles inspire cupcake lovers across America to submit their own original artwork featuring the famous squiggle in a way that reflects their own personal heritage, experience and personality. Five winning “portraits” from among public submissions will be chosen to be painted on Hostess delivery trucks across the country. Winners will also receive a \$1,000 cash prize.

Now through June 15, 2010, consumers can submit artwork via www.hostesscakes.com or via mail to:

Hostess Portraits of the American CupCake Art Program
c/o Linden Alschuler & Kaplan Public Relations
1251 Avenue of the Americas, Suite 940
New York, New York 10020

For additional information and complete rules visit www.hostesscakes.com.

To kick off the contest, the celebrity cupcake artworks will be auctioned off online beginning today, with 100% of the proceeds going to Free Arts NYC. For a look at the artworks or to place a bid, go to www.hostesscakes.com.

The Hostess CupCake has celebrated over 90 sweet years as America’s iconic squiggle-topped cupcake – the best-selling snack cake in history. While mystery surrounds who “invented” the original Hostess CupCake in 1919, we know that baking executive D.R. “Doc” Rice added the signature seven squiggles and vanilla-crème filling in 1950. Over the years, others have tried to capitalize on the popularity of this

ubiquitous symbol, the Original Squiggle™ – which features seven loops on every cupcake – but it is unmistakably Hostess.

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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