

From: Hostess Brands, Inc.

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For Immediate Release

HOSTESS® TWINKIE LOVERS CHOOSE LEMON MERINGUE AS NEW FLAVOR FILLING AS PART OF TWINKIE MANIA SWEEPSTAKES

Original Twinkie Wins “Favorite Twinkie” Vote by a Landslide

Irving, TX – May 2, 2011 – The flavor polls have closed, the votes have been counted, and Hostess fans have chosen Lemon Meringue as the next great Hostess® Twinkie flavor filling during the sweetest election in snack cake history.

With close to 100,000 votes counted, Lemon Meringue won the opportunity to share the shelves with the iconic vanilla crème-filled Twinkie, edging out the Raspberry Tart flavor in the Hostess Twinkie Mania Sweepstakes. Lemon Meringue received 35% of the vote, Raspberry Tart 33%, Cookies n Crème 18%, and Blueberry Pie 12%. New Lemon Meringue Twinkies will be in stores for a limited time beginning in 2012.

As part of the promotion, Hostess also gave consumers the chance to vote for their current favorite Twinkie flavor, which included two new limited-edition flavors – Chocolate Crème and Strawberry & Crème – as well as the Original Vanilla Crème and 100 Calorie Twinkie Bites. Voters indicated nothing beats the classic Twinkie, as the Original Vanilla Crème filling variety won the title of best current flavor with 51% of the vote. Of the limited time Twinkies, Chocolate Crème beat out Strawberries & Crème with 29% of the vote.

Additionally, consumers were invited to register UPC codes for the chance to win daily prizes online, and one lucky Hostess fan walked away with the \$25,000 grand prize.

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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