

FOR IMMEDIATE RELEASE

FOR:

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RECORD SALES AND EARNINGS AGAIN
FOR
J & J SNACK FOODS

COMPANY REPORTS 21ST CONSECUTIVE QUARTERLY EARNINGS INCREASE

Pennsauken, NJ, July 24, 2006 -- J & J Snack Foods Corp. (NASDAQ:JJSF) today announced record sales and earnings for its third quarter and nine months ended June 24, 2006.

Sales for the third quarter increased 8% to \$140.1 million from \$129.5 million in last year's third quarter. Net earnings increased 9% to \$10.8 million from \$9.9 million last year. Earnings per diluted share were \$.57 for the June quarter compared to \$.53 last year. Operating income increased 8% to \$16.7 million this year from \$15.5 million in the year ago period.

Operating income in this year's quarter was impacted by \$350,000 of share-based compensation expense (expensing of stock options) and net earnings were impacted by \$277,000, or \$.015 per diluted share. Excluding the impact of share-based compensation expense recognized this year and not last year, operating income increased 10% and net earnings increased 12%.

For the nine months ended June 24, 2006, sales increased 10% to \$360.7 million from \$327.3 million in last year's nine months. Net earnings increased 11% to \$17.9 million in the nine months from \$16.2 million last year. Earnings per diluted share were \$.95 for the nine months compared to \$.87 last year. Operating income increased 8% to \$26.9 million from \$24.9 million in the year ago period.

Operating income in this year's nine months was impacted by \$967,000 of share-based compensation expense (expensing of stock options) and net earnings were impacted by \$699,000, or \$.037 per diluted share. Excluding the impact of share-based compensation expense recognized this year and not last year, operating income increased 12% and net earnings increased 15%.

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Operating income in this year's quarter and nine months was also impacted by a \$1,193,000 impairment charge for the writedown of robotic packaging equipment. Net earnings were impacted by \$740,000, or \$.04 per diluted share, for the quarter and nine months. Excluding the impact of share-based compensation expense recognized this year and not last year and the impairment charge, operating income increased 18% and 17% for the quarter and nine months, respectively, and net earnings increased 19% and 20% for the quarter and nine months, respectively.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented; "We had another solid performance for the quarter with all of our major business segments contributing. Continued strong performances from our core snack food and frozen beverage businesses helped achieve record profitability."

J & J Snack Foods Corp.'s principal products include SUPERPRETZEL, PRETZEL FILLERS and other soft pretzels, ICEE, SLUSH PUPPIE and ARCTIC BLAST frozen beverages, LUIGI'S, MAMA TISH'S, SHAPE UPS, MINUTE MAID* and BARQ'S** and CHILL*** frozen juice bars and ices, TIO PEPE'S churros, THE FUNNEL CAKE FACTORY funnel cakes, and MRS. GOODCOOKIE, CAMDEN CREEK, COUNTRY HOME and READI-BAKE cookies. J & J has manufacturing facilities in Pennsauken, Bridgeport and Bellmawr, New Jersey; Scranton, Hatfield and Chambersburg, Pennsylvania; Carrollton, Texas; Atlanta, Georgia and Vernon, (Los Angeles) California.

*MINUTE MAID is a registered trademark of The Coca-Cola Company.

**BARQ'S is a registered trademark of Barq's Inc.

***CHILL is a registered trademark of Wells Dairy, Inc.