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J&J Snack Foods Appoints New Vice Presidents At National Sales Meeting

Pennsauken, New Jersey, November 2006...J&J Snack Foods appointed several key Vice President positions this past weekend at their 35th Anniversary and National Sales Meeting held in Phoenix, Arizona.

John Griffith, a 12-year veteran of JJSF, was appointed **Vice President of Information Systems**. John has a BA in MIS from the University of Phoenix and began his career as a Network Administrator with the ICEE[®] division of J&J Snack Foods. John moved to the corporate offices in New Jersey as Director of IT in April of 2004.

Harry Fronjan was appointed **Vice President of Human Resources**. Harry has been with the company just over 5 years, coming to JJSF from over 10 years in HR with C&D Technologies. Harry has a BA in English from Jersey City State College and an MS in Human Resources from the University of Scranton.

Barbara Dassatti started with JJSF in 1992 as a Regional Manager, is a graduate of Babson College with a BS in Marketing. Barb recently held the position of Director of the Mid-Atlantic Region, and her promotion is to **Regional Vice President of Foodservice Sales**, for the Northeast.

Ernest Fogle of J&J Snack Foods' Frozen Desserts Division was named **Vice President of R&D, MIA Frozen Desserts**. Ernest came to J&J Snack Foods in March of 1997 through the acquisition of Mama Tish International Foods, where he was head of Quality Assurance and R&D. Ernest has a Bachelor's degree from Illinois State University and an MBA from The University of Scranton.

Tom Hunter was named **Vice President/General Manager, Uptown Bakeries[™]**. Uptown Bakeries[™] is a subsidiary of J&J Snack Foods and produces a full-line of fresh baked goods including doughnuts, bagels, muffins and fancies. Tom has been with the company for three years.

Mike Harvison, was promoted to **Vice President/General Manager Country Home Bakers**, another subsidiary company of J&J Snack Foods. Mike spent 12 years with Country Home Bakers prior to it being acquired by J&J Snack Foods. Mike is located in Atlanta, Georgia at the company's CHB plant. He graduated Auburn University in 1987 with a Bachelor of Industrial Engineering. Country Home Bakers produces a full-line of bakery products for ISB/Deli, as well as cookies, biscuits, rolls etc., under the READI-BAKE® brand.

Charles Tommolino was appointed as **Vice President, Foodservice Sales READI-BAKE®** for Country Home Bakers. Charlie has a BS in Marketing from the University of NY, and came to JJSF from Pennant Foods. Prior to Pennant, Charlie worked for Pillsbury and UNILEVER.

David Lauder was named **Vice President - Controller** for The ICEE® Company, a subsidiary company of J&J Snack Foods, part of their Frozen Beverages Division, along with Slush Puppie®. David joined ICEE® in 1993 as an Accounting Manager and was later promoted to Controller.

“What a fine tribute to our company and our staff. This group has shown excellent leadership and growth and the announcement of their Vice Presidencies was the perfect way to celebrate our 35th Anniversary,” said Gerald B. Shreiber, J&J Snack Foods President/CEO.

J&J Snack Foods just completed its 35th year with record sales and earnings. Sales for the fiscal year ended September 30, 2006 (53 weeks) increased 13% to \$514.8 million from \$457.1 million in the fiscal year ended September 24, 2005 (52 weeks). Net earnings increased 13% to \$29.5 million in fiscal 2006 from \$26.0 million in fiscal 2005. On a per diluted share basis, earnings increased 12% to \$1.57 from \$1.40. Operating income increased 12% to \$45.1 million this year from \$40.2 million in the year ago period. Operating income for the current year was impacted by \$1,304,000 of share-based compensation expense (expensing of stock options) and net earnings were impacted by \$988,000, or \$.052 per diluted share. Adjusting for share-based compensation expense that would have been recognized in 2005 if Statement 123(R) had been followed, operating income increased 16% and net earnings increased 18%.

For the fourth quarter ended September 30, 2006 (14 weeks), sales increased 19% to \$154.1 million from \$129.8 million in the fourth quarter ended September 24, 2005 (13 weeks). Net earnings increased 16% to \$11.5 million in the current year quarter from \$9.9 million. Earnings per diluted share were \$.61 this year compared to \$.53 last year. Operating income increased 18% to \$18.1 million from \$15.4 million in the year ago period. Operating income for the quarter was impacted by \$337,000 of share-based compensation expense and net earnings were impacted by \$289,000, or \$.015 per diluted share. Adjusting for share-based compensation expense that would have been recognized in 2005 if

Statement 123(R) had been followed, operating income increased 21% and net earnings increased 20%.

J&J Snack Foods Corp. (NASDAQ: JJSF) manufactures an expanding variety of nutritional snack foods to the food service and retail supermarket industries. Its principal products include frozen soft pretzels under SUPERPRETZEL[®], Pretzel Fillers[®] and other brand names; ICEE[®] and Slush Puppie[®] frozen beverages; LUIGI'S[®] Real Italian Ice, CHILL[®], Barq's[®], and SHAPE UPS[®] brand names; frozen juice bars and Soft Frozen Lemonade under the Minute Maid[®] brand name, TIO PEPE'S[®] churros[™]; THE FUNNEL CAKE FACTORY funnel cakes; and cookies under the READI-BAKE[®], Mrs. GoodCookie[®] and CAMDEN CREEK[®] brands.

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