## FOR IMMEDIATE RELEASE FOR:

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## J & J SNACK FOODS ANNOUNCES RECORD SALES AND EARNINGS

Pennsauken, NJ, July 23, 2009 -- J & J Snack Foods Corp. (NASDAQ-JJSF) today announced record sales and earnings for its third quarter and nine months ended June 27, 2009.

Sales for the third quarter increased 2% to \$179.8 million from \$176.8 million in last year's third quarter. Net earnings increased 38% to \$14.9 million from \$10.8 million last year. Earnings per diluted share were \$.80 for the June quarter compared to \$.57 last year. Operating income increased 40% to \$24.4 million this year from \$17.5 million in the year ago period.

For the nine months ended June 27, 2009, sales increased 4% to \$470.3 million from \$452.0 million in last year's nine months. Net earnings increased 58% to \$26.5 million in the nine months from \$16.7 million last year. Earnings per diluted share were \$1.42 for the nine months compared to \$.88 last year. Operating income increased 69% to \$43.1 million from \$25.5 million in the year ago period.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented; "We had strong performances from our food service and retail grocery groups during the quarter. Although we continue to be challenged with issues facing the overall economy, we are confident of our abilities to overcome these issues."

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\*\* frozen juice bars and ices, WHOLE FRUIT sorbet, FRUIT-A-FREEZE frozen fruit bars, MARY B'S biscuits and dumplings, DADDY RAY'S fig and fruit bars, 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; Moscow Mills, Missouri; Pensacola, Florida and Vernon and Newport, California.

<sup>\*</sup>MINUTE MAID is a registered trademark of The Coca-Cola Company.

<sup>\*\*</sup>BARQ'S is a registered trademark of Barq's Inc.