

## FOR IMMEDIATE RELEASE

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### **SUPERPRETZEL® Honors Harry Kalas During Phillies-Mets Series This Weekend** *TV commercial reworked as tribute to longtime Phillies broadcaster*

**Philadelphia, Pa. April 29, 2009** - SUPERPRETZEL, a J&J Snack Foods brand, will air a tribute television commercial to Harry Kalas this Saturday, May 2 and Sunday, May 3 during the Phillies vs. Mets baseball games. The tribute will air exclusively in the Philadelphia, Scranton and Harrisburg markets.

Harry Kalas filmed a new television commercial with SUPERPRETZEL on March 12, 2009 as part of the brand's "Bring it Home" marketing campaign. The campaign highlights that you can enjoy the same great tasting SUPERPRETZEL at the ballpark as well as in your home. When it came time to choose a spokesperson, the marketing team immediately thought of Harry.

"SUPERPRETZEL has a long history with the Philadelphia Phillies organization," notes Vince Melchiorre, Executive Vice President of Sales & Marketing, J&J Snack Foods. "As a Phillies partner and the provider of all in-stadium soft pretzels for over 30 years, it was a natural choice to work with Harry. Harry always brought Phillies baseball home in a special way".

Following Harry's death on April 13, the team at SUPERPRETZEL postponed the advertising campaign in order to modify the TV commercial. In honor of Harry and his work, the original commercial will air only this weekend during the Phillies v. Mets games. It will be accompanied by a tribute message. For fans who miss the airing, it will be available at [www.superpretzel.com](http://www.superpretzel.com) immediately following Sunday's game.

"Since Harry's passing, our primary goal is to celebrate Harry's life and his accomplishments, and to show respect to his family, the Phillies, and the fans" states Melchiorre. "We are grateful to have had the opportunity to work with Harry on this commercial, and we appreciate the support we received from the Phillies organization."

In honor of Harry's legacy and philanthropic work, J&J Snack Foods will donate a portion of the proceeds from the sale of every SUPERPRETZEL sold at Citizens Bank Park this season to Phillies Charities, Inc.

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#### **About J&J Snack Foods**

J&J Snack Foods Corp. is a manufacturer, marketer and distributor of an expanding variety of nutritional, popularly priced, branded niche snack foods and beverages for the food service and retail supermarket industries. The Company is listed on the NASDAQ exchange as "JJSF", and serves both national and international markets.

Our growing portfolio of products includes 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.

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

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

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