



FOR IMMEDIATE RELEASE

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J&J SNACK FOODS RAISES FUNDS TO FIGHT GLOBAL HUNGER!

February 10, 2009 -- J&J Snack Foods, Corp. is pleased to announce the introduction of a valuable cause marketing program... *Caring with Cookies!*™ April is Global Child Nutrition Month and this year J&J Snack Foods joins forces with the School Nutrition Association (SNA) and The Global Child Nutrition Foundation (GCNF) to help raise funds to fight global hunger.

The Global Child Nutrition Foundation (www.gcnf.org) strives to improve the health, lives and future of children around the world by helping their countries to build strong and sustainable school feeding programs. As a *Change Our World* partner of the SNA and The GCNF, J&J Snack Foods will contribute a portion of our profits to this important cause.

The *Caring with Cookies!*™ program focuses on bringing much needed attention and financial contribution to this global epidemic. Schools (K-12) which sign up for this promotion will receive a *Caring with Cookies!*™ Marketing Kit for every ten cases of featured product purchased. Each Marketing Kit includes: 1 – Collection Box for student participation and donation, 1 – *Caring with Cookies!*™ Poster for their cafeteria and 1,000 *Caring with Cookies!*™ Cookie Sleeves.

Schools can sign up for this noteworthy promotional cause online at www.jjsnackfoodservice.com/caringwithcookies.

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; frozen juice bars under the Minute Maid®, CHILL®, Barq's®, Whole Fruit®, Fruit-a-Freeze® and SHAPE UPS® brand names; TIO PEPE'S® churros™; THE FUNNEL CAKE FACTORY® funnel cakes; and baked goods under the Country Home Bakers®, READI-BAKE®, Mrs. GoodCookie®, CAMDEN CREEK®, MARY B's®, Jana's® and Daddy Ray's® brands.