

**FOR IMMEDIATE RELEASE**

**FOR:**

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**J & J SNACK FOODS  
REPORTS SECOND QUARTER  
SALES AND EARNINGS**

Pennsauken, NJ, April 23, 2009 - - J & J Snack Foods Corp. (NASDAQ-JJSF) today announced record sales and increased earnings for its second quarter and six months ended March 28, 2009.

Sales increased 4% to \$149.4 million from \$144.2 million in last year's second quarter. Net earnings increased 81% to \$7.2 million from \$4.0 million last year. Earnings per diluted share were \$.39 for the March quarter compared to \$.21 last year. Operating income increased 109% to \$11.9 million this year from \$5.7 million in the year ago period.

For the six months ended March 28, 2009, sales increased 6% to \$290.5 million from \$275.1 million in last year's first half. Net earnings increased 96% to \$11.6 million in the six months from \$5.9 million last year. Earnings per diluted share were \$.62 for the six months compared to \$.31 last year. Operating income increased 133% to \$18.7 million from \$8.0 million in the year ago period.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "We are pleased with our overall financial performance for the quarter particularly considering the challenges in the overall economy. All of our business groups contributed as our Company continues to outperform others in our sector."

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.

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

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