

FOR IMMEDIATE RELEASE

FOR:

**Contact: Dennis G. Moore
Senior Vice President
Chief Financial Officer
(856) 532-6603**



**6000 Central Highway
Pennsauken, NJ 08109**

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

Pennsauken, NJ, April 22, 2010 - - J & J Snack Foods Corp. (NASDAQ-JJSF) today announced record sales and increased earnings for its second quarter and six months ended March 27, 2010.

Sales increased 5% to \$157.4 million from \$149.4 million in last year's second quarter. Net earnings increased 24% to \$9.0 million from \$7.2 million last year. Earnings per diluted share were \$.48 for the March quarter compared to \$.39 last year. Operating income increased 25% to \$14.9 million this year from \$11.9 million in the year ago period.

For the six months ended March 27, 2010, sales increased 5% to \$ 306.5 million from \$290.5 million in last year's first half. Net earnings increased 39% to \$16.1 million in the six months from \$11.6 million last year. Earnings per diluted share were \$.86 for the six months compared to \$.62 last year. Operating income increased 41% to \$26.3 million from \$18.7 million in the year ago period.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "Strong performances by our food service and retail supermarket groups contributed to our record quarter. Our management team continues to strengthen and our innovation efforts are being increased. Despite the current challenges in the economy, we are optimistic for the future."

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.