

FOR IMMEDIATE RELEASE

FOR:

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

Pennsauken, NJ, July 22, 2010 -- J & J Snack Foods Corp. (NASDAQ-JJSF) today announced record sales and earnings for its third quarter and nine months ended June 26, 2010.

Sales for the third quarter increased 6% to \$189.7 million from \$179.8 million in last year's third quarter. Net earnings increased 6% to \$15.9 million from \$14.9 million last year. Earnings per diluted share were \$.85 for the June quarter compared to \$.80 last year. Operating income increased 7% to \$26.1 million this year from \$24.4 million in the year ago period.

For the nine months ended June 26, 2010, sales increased 6% to \$496.2 million from \$470.3 million in last year's nine months. Net earnings increased 21% to \$32.0 million in the nine months from \$26.5 million last year. Earnings per diluted share were \$1.71 for the nine months compared to \$1.42 last year. Operating income increased 22% to \$52.4 million from \$43.1 million in the year ago period.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented; "All of our business groups, led by our ICEE beverage and supermarket businesses, contributed to our record setting sales performance. In a difficult economy, we were able to continue to grow our business."

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 and CALIFORNIA CHURROS 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 Norwalk, California.

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

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