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TAN NAMED VICE PRESIDENT AT J&J SNACK FOODS CORP.

Pennsauken, NJ, March 2005. . .Leong-Chai Tan was promoted to Vice President CFO for J&J Snack Foods Corp. of California effective March 10, 2005.

Tan joined J&J Snack Foods as a cost accountant manager in 1994 and was promoted to controller in 1998. He had previous accounting managerial positions at CKE Enterprises and Chef America, makers of Hot Pockets. A native of Malaysia, Tan received his USA citizenship in 2001. He earned his BA and MBA in 5 years, graduating Magna Cum Laude from Texas A&M University Kingsville. Tan has been married for 12 years and is the proud father of two children, ages 7 and 10.

"Tan is a dedicated professional who has an excellent background and understanding of our company's goals," said Dennis Moore, Senior Vice President CFO for J&J Snack Foods Corp. "As our western operations continue to expand, Tan provides the guidance and support for integrating additional activity."

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® frozen beverages; LUIGI'S® Real Italian Ice and MAMA TISH'S® Premium Italian Ices®; frozen juice bars under the Minute Maid®, Barq's® Floatz, SHAPE UPS® and CHILL® brand names; TIO PEPE'S® churros™; The Funnel Cake Factory® funnel cakes; and cookies under the Mrs. GoodCookie®, CAMDEN CREEK® and Read-Bake® brands. For more information on J&J's products contact us at 800-486-9533 or e-mail: webmaster@jjsnack.com.

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