

March 11, 2014



# Hostess® Invites Fans to Take The Sweetest Comeback™ Bracket Challenge for a Chance to Win \$5,000

*Vote for the Biggest Comeback Games in College Hoops History*

KANSAS CITY, Mo.--(BUSINESS WIRE)-- Hostess® is getting into the “swish” of things and inviting fans across the country to vote for best comebacks in the history of college basketball in The Sweetest Comeback™ Bracket Challenge for a chance to win the grand prize of \$5,000 or one of the weekly drawing cash prizes.

Now through March 29, 2014, Hostess lovers can visit <https://www.facebook.com/Hostess> and click on The Sweetest Comeback™ tab to enter the Bracket Challenge. The tournament begins with a fan selection of some of the “sweetest” and most dramatic comeback games in the history of collegiate basketball, from the famous 1974 NC State v. UCLA matchup to Kentucky’s incredible comeback over LSU in 1994 to Kansas’ come-from-behind national championship victory over Memphis in 2008. During the first week, hoops fanatics can vote for the eight games that should advance to the second round. The second week will let fans then pick the four comeback games that should make it to the semifinals. The semifinal voting round will take place week three followed by the exciting week four final matchup.

Hostess fans can enter once per day throughout the challenge for a chance to win one of the weekly drawings or the \$5,000 grand prize. There will be eight \$50-cash prize winners selected during Week 1, four \$100-cash prize winners chosen during Week 2 and two \$500-cash prize winners selected in Week 3, from all eligible entrants during the specified week. The Sweetest Comeback™ Bracket Challenge participants can also earn additional entries by inviting friends to play along on Facebook and by following Hostess on Pinterest, Tumblr, Twitter and Instagram.

“Hostess knows a thing or two about making sweet comebacks,” said David Leavitt, Vice President of Marketing at Hostess Brands, LLC. “We are excited to host this tournament of the greatest college basketball comebacks ever and to let hoops fans choose the ultimate champion – the sweetest of the sweetest comebacks.”

Throughout March, Hostess fans can visit their local retailers and grocers to find special packages of Hostess® Orange CupCakes, Chocolate CupCakes, Twinkies®, and Frosted, Powdered, Apple Cinnamon, and Frosted Devil’s Food Donettes® featuring details information about the sweepstakes. Go to [www.facebook.com/hostess](http://www.facebook.com/hostess) for the official rules.

For more information about Hostess® and Hostess Brands, LLC, please visit [hostesscakes.com](http://hostesscakes.com) and [hostessbrands.com](http://hostessbrands.com). Follow Hostess on Twitter: [@Hostess\\_Snacks](https://twitter.com/Hostess_Snacks); on Facebook: [facebook.com/Hostess](https://facebook.com/Hostess); on Instagram: [Hostess\\_Snacks](https://www.instagram.com/Hostess_Snacks); on YouTube:

[youtube.com/HostessSnacks](https://www.youtube.com/HostessSnacks); on Pinterest: [pinterest.com/hostesscakes](https://www.pinterest.com/hostesscakes); and on Tumblr: [hostesssnacks.tumblr.com](https://www.tumblr.com/hostesssnacks). Hashtag: #comeback

**LAK Public Relations, Inc.**  
**Hannah Arnold, 212-329-1417**  
[harnold@lakpr.com](mailto:harnold@lakpr.com)

Source: Hostess