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Hostess® Sweetens the Deal This Valentine's Day with Five Limited Edition Snack Cakes

KANSAS CITY, Mo.--(BUSINESS WIRE)-- Hostess has been hit with cupid's arrow this winter, bringing consumers five limited time only Valentine's Day treats, expanding on last year's hit Red Velvet CupCakes.

A romantic twist on Hostess' quintessential treats, the holiday-themed roster includes: Chocolate Covered Strawberry CupCakes – a pale pink, chocolate frosted strawberry cake with crème filling; Red Velvet Donettes; I Heart U Cakes – heart shaped chocolate cakes covered in rich layer of chocolate with a vanilla crème filling; and Pink SnoBalls – pink shaved coconut topping and gooey marshmallow over a crème filled chocolate cake.

Dark Chocolate Covered Raspberry CupCakes, available in Target stores only, round out the selection of scrumptious snack cakes.

Each limited time offering is available at grocery stores nationwide now through the end of February 2016.

These festive edibles extend the series of seasonal items that were introduced last year, including the cultish fan favorite Pumpkin Spice Twinkies, Maple Glazed Donettes and Peppermint Ho Hos.

"We are focused on serving up a variety of innovative treats that ignite consumers' passion for our range of flavors," said Ellen Copaken, Vice President of Marketing at Hostess Brands, LLC. "From dark chocolate and coconut, to marshmallow and chocolate covered strawberry flavors, this year's expanded Valentine's Day offerings are truly decadent and indulgent for anyone in a romantic or celebratory mood."

For more information about Hostess products and Hostess Brands LLC, please visit hostesscakes.com. Follow Hostess on Twitter: [@Hostess_Snacks](https://twitter.com/Hostess_Snacks); on Facebook: facebook.com/Hostess; on Instagram: [Hostess_Snacks](https://instagram.com/Hostess_Snacks); and on Pinterest: pinterest.com/hostesscakes.

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