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Shoot Hoops With Hostess(R) for a Chance to Win \$1 Million

Hostess 'Shoot for Riches' Basketball Sweepstakes Offers Chance to Shoot Baskets at a Professional Basketball Game for Cash Prizes Up to \$1 Million; Daily Prizes Also Up for Grabs Online

IRVING, Texas, Feb. 22 /PRNewswire/ -- Hostess®, the maker of America's most iconic snack cakes, has announced the tip off of the **Hostess Shoot for Riches** sweepstakes, which will offer one lucky Hostess consumer the opportunity to shoot baskets during halftime at a pro basketball game for a chance to win \$1 million.

From February 21, 2010 through March 20, 2010, consumers can register game codes printed inside specially marked multipacks and single-serve packages of Twinkies® and Hostess CupCakes at www.hostesscakes.com to enter. At the end of the promotion, one consumer will be randomly selected from all game code entries to win the grand prize, which includes an all-expense paid three-day, two-night trip to Dallas, Texas, and the chance to make four progressively more difficult basketball shots in 24 seconds – a layup, free throw, three pointer and half court shot – during the first half of a pro basketball game. For each shot made, the contestant can win the following monetary prizes:

- \$10,000 for making the layup
- \$25,000 for making the layup and free throw
- \$50,000 for making the layup, free throw and three point shot
- \$1,000,000 for making the layup, free throw, three point shot and half court shot*

If the winner does not make any shots, he/she will be awarded a consolation prize of \$5,000.

Additionally, one consumer will be chosen each day from all entries registered in the previous 24 hour period to win a \$250 NBA.com gift card.

"The **Hostess Shoot for Riches Sweepstakes** is giving basketball fans and Hostess consumers a million reasons to cheer this Spring," said Lauren Corcia at Hostess Brands, Inc. "We know that matching up America's favorite snack cakes with one of the country's most popular sports is sure to be a slam-dunk."

*The prizes awarded for each shot are not cumulative. For official rules and additional information visit www.hostesscakes.com. Follow us on Twitter at www.twitter.com/hostess_snacks

Hostess Brands, Inc. is one of the nation's largest providers of fresh-baked bread and sweet goods, sold under various brand names including Wonder®, Merita®, Home Pride®, Nature's Pride®, Hostess®, Drake's®, and Dolly Madison. The Company is headquartered in Irving, Texas.

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