

August 23, 2010



Just in Time for Back to School, Hostess® Launches New Line of Muffins

New Great-Tasting Muffins Offer Convenient Breakfast and Snack Options for Families on the Go

Provide a Good Source of Fiber and 150 Calories per Serving

IRVING, Texas, Aug. 23 /PRNewswire/ -- Just in time for back to school, Hostess®, the maker of America's most popular snack cakes, has launched a new line of portable and delicious muffins for families on the go. Baked with whole grains as well as real fruit, chocolate and nuts, Hostess' new muffins are available in Blueberry, Banana Nut and Chocolate Chip varieties.

New Hostess muffins also provide additional nutritional benefits – each muffin provides a good source of fiber and is 150 calories.

"Hostess has been producing delicious baked goods for generations," said Mike Touhey, Vice President of Snack Marketing for Hostess Brands. "As consumers continue to look for convenient breakfast and snack options to start their days off right – especially families stretched for time as they start the new school year – Hostess' new line of muffins delivers the great taste and convenience that consumers expect from Hostess with additional nutritional benefits."

New Hostess muffins are available today in stores across the country. Each 10.5 ounce package includes six individually wrapped muffins.

Hostess has a successful track record of baking delicious better for you snack cakes. In addition to Hostess' new muffins, the brand offers Hostess 100 Calorie Pack snacks, which have been highly successful and rank among the most popular snack cakes in the category. Hostess' 100 Calorie Pack line includes Hostess 100 Calorie Pack Chocolate CupCakes, Hostess 100 Calorie Pack Twinkie Bites®, Hostess 100 Calorie Pack Coffee Cakes, among other varieties.

For additional information about Hostess 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.

SOURCE Hostess Brands, Inc.

