

September 22, 2010



Hostess® Offers Chance to Win \$1 Million on Halloween Night

Iconic Snack Maker Partners with Warner Bros. Consumer Products and DC Comics for Exciting Halloween Promotion

Introduces Limited Edition "Green Lantern" and "The Flash"-Themed Snack Cakes

IRVING, Texas, Sept. 22 /PRNewswire/ -- Hostess®, maker of America's most iconic snack cakes, may make one consumer's Halloween even sweeter. As part of the iconic snack maker's partnership with DC Comics, Hostess is offering *Justice League*-themed snack cakes featuring DC Comics' Super Heroes *Green Lantern*, *The Flash*, *Superman*, and *Batman* in grocery stores across the country as well as the chance for one lucky consumer to win \$1 million on Halloween night.

From September 13, 2010 to October 25, 2010, consumers can visit <http://www.hostesscakes.com/justiceleague/> daily to register for the chance to win \$1 million or other prizes including a DVD of the *Superman/Batman: Apocalypse* Animated Original Movie or a one-year comic book subscription from DC Comics. At the close of the promotion, one lucky winner will be selected from all online entries to receive a surprise visit from a Hostess representative on Halloween night for the chance to win \$1 million.

Additionally, from October 26, 2010 to November 22, 2010, consumers can visit <http://www.hostesscakes.com/justiceleague/> each day for the chance to win more DC Comics-themed prizes including the chance to be drawn into their very own DC Comics comic book cover. For official rules and additional information about these promotions visit www.hostesscakes.com.

"Hostess is thrilled to partner with DC Comics on what is sure to be one of the most exciting Halloween promotions we have launched to date," said Lauren Corcia, Assistant Brand Manager at Hostess Brands, Inc.

Hostess has also introduced the following limited edition *Justice League*-themed snack cakes and packaging, which are available in grocery stores across the country:

- The Flash Cakes: Hostess CupCakes topped with red icing and yellow sprinkles inspired by the Scarlet Speedster, The Flash
- GLO Balls®: green Hostess Sno Balls® inspired by the Green Lantern
- Superman-themed packaging for Hostess' iconic Twinkies®
- Batman-themed packaging for Chocolate Hostess CupCakes

For additional information about Hostess visit www.hostesscakes.com. Follow us on Twitter at www.twitter.com/hostess_snacks.

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

DC Entertainment, home to such iconic DC Comics properties as *Superman*, *Batman*, *Green Lantern*, *Wonder Woman*, *The Flash*, *MAD Magazine*, and *Fables*, is the creative division charged with strategically integrating across Warner Bros. and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its superheroic characters across all media, including but not limited to film, television, consumer products, home entertainment, and interactive games. Publishing over 1,000 comic books, graphic novels and magazines each year, DC Comics is the largest English-language publisher of comics in the world.

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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