

November 30, 2010



Hostess® Joins With DreamWorks Animation to Celebrate the Release of **SHREK FOREVER AFTER** on DVD and Blu-ray™

Iconic Snack Maker Introduces Limited Edition Gingerbread-Spice Donettes, Cherry Sweet Rolls and 'Shrek'-Themed Holiday Packaging

IRVING, Texas, Nov. 30, 2010 /PRNewswire/ -- Hostess®, the maker of America's most iconic snack cakes, is joining with DreamWorks Animation SKG, Inc. (Nasdaq: DWA) to introduce Limited Edition themed treats in celebration of the arrival of **SHREK FOREVER AFTER** on DVD and Blu-ray™ this holiday season.

As part of the promotion, Hostess is offering gingerbread spice Hostess Donettes in special packaging featuring the unforgettable character "Gingy" and cherry sweet rolls featuring the smooth-talking dealmaker "Rumpelstiltskin." Other varieties of Hostess Donettes will offer special **SHREK**-themed holiday packaging featuring the beloved Shrek, Donkey and Puss In Boots characters.

Additionally, from November 29, 2010 to January 14, 2011, Hostess is offering a \$4 rebate to consumers who purchase two multi-packs of Hostess products and a **SHREK FOREVER AFTER** DVD or Blu-ray™. For more information visit www.hostesscakes.com.

"We are thrilled to partner with DreamWorks Animation for the launch of the **SHREK FOREVER AFTER** DVD & Blu-ray™," said Mike Touhey, Vice President of Snack Marketing at Hostess Brands, Inc. "We think consumers will enjoy trying the delicious and convenient new additions to our great tasting line of breakfast treats throughout the busy holiday season."

SHREK FOREVER AFTER will debut on DVD and Blu-ray™ on December 7, along with **SHREK THE WHOLE STORY** — a must-own DVD or Blu-ray™ collection encompassing the entire laugh-filled **SHREK** saga from the hilarious beginning to the magical and heartwarming end. All four discs in the collection feature hours of all-new extras and the sets will also include the brand new, limited-edition *Donkey's Christmas Shrektacular*.

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.

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