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Start the Year Off Right With a Better-For-You Breakfast Treat

Hostess® Introduces SmartBakes™ Streusel Cakes

Great Tasting, Portable Breakfast Snacks Baked with Whole Grains and Fiber Get Families Going in the Morning

IRVING, Texas, Jan. 4, 2011 /PRNewswire/ -- Start the year off right by giving your family a healthier, great tasting breakfast treat while still getting out the door on time. Hostess®, the maker of America's most iconic snack cakes, announced the extension of its popular SmartBakes™ line of better-for-you breakfast products with the addition of SmartBakes Streusel Cakes. Available in three delicious flavors; cinnamon, raspberry and cheese with an indulgent streusel topping, SmartBakes Streusel Cakes are baked with 100% whole grains and have three grams of fiber with 150 calories per serving.

"For many consumers, breakfast is the most important meal of their day, and, although they may be in a hurry, they want a great tasting breakfast option they can also feel good about eating," said Mike Touhey, Vice President of Snack Marketing at Hostess Brands. "The three delicious varieties of SmartBakes Streusel Cakes help consumers start the day off right with an added nutritional bonus."

Each package of Hostess SmartBakes Streusel Cakes contains eight individually wrapped streusel cakes.

Hostess' line of better-for-you breakfast products launched last fall with the introduction of SmartBakes Muffins baked with whole grains as well as real fruit, chocolate and nuts, available in Blueberry, Banana Nut and Chocolate Chip varieties. Hostess also offers Breakfast Classics, a convenient and familiar assortment of muffins, honey buns, cinnamon rolls and danishes.

For more 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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