

April 30, 2012



Round The Bases With Hostess® Baseballs® This Season

Hostess Invites Baseball Fans to Play the Instant Win Game for a Chance to Win a VIP Weekend in the Big Apple

IRVING, Texas, April 30, 2012 /PRNewswire/ -- [Hostess®](#), the maker of America's most iconic snack cakes is celebrating America's national pastime and inviting consumers to play an instant win game for a chance to score a VIP weekend in the Big Apple. Hostess is getting into the swing of baseball season with the release of its limited-edition Baseball CupCakes and by offering fans a chance to win a VIP weekend for four in New York City complete with gift cards for tickets to see their favorite team play, airfare, hotel accommodations, limo transportation and \$2,000 in spending cash. Plus, Hostess fans can enter for a chance to win daily prizes – a \$50 [MLB.com](#) gift card towards the purchase of their favorite team's gear.

From April 30th through June 2nd specially marked packages of Hostess Baseballs – delicious frosted yellow cake with creamy filling and white icing with red icing "stitching" – as well as multipacks of Hostess Twinkies® and Hostess Chocolate CupCakes, will be decked out in baseball packaging. Each package will have an on-pack code that consumers can enter at [www.hostesscakes.com](#) for a chance to win the grand prize VIP weekend or a \$50 [MLB.com](#) gift card daily prize. After registering, fans can pick a Hostess treat to race. You can choose one of three Hostess treats – Curly Cupcake™, Twinkie the Kid™ or Baseball CupCake – to round the bases in the virtual baseball stadium. If your character touches home plate first, you will win a prize. Additionally, everyone has the opportunity to download and print free baseball cards featuring Hostess treats.

"The Hostess Baseball promotion is a tradition made even more exciting this year with a fun instant win game that brings together two American favorites, iconic Hostess snack cakes and America's favorite pastime, baseball," said Amy Clark, Director of Snack Marketing for Hostess.

For official rules and additional information, visit [www.hostesscakes.com](#). To join the more than 245,000 fans that are part of the Hostess Facebook community, visit [www.Facebook.com/Hostess](#). You can also follow us on Twitter at [http://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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