

April 25, 2013



# Hostess Announces Plan to Create More Than 300 Jobs in Emporia, Kansas

## *Significant Investment in Facility Upgrades to Spur Local Economic Development*

EMPORIA, Kan.--(BUSINESS WIRE)-- Hostess Brands, LLC, a new company and employer under new ownership, ("Hostess" or the "Company") today announced plans to expand and re-launch its bakery in Emporia, Kansas. The Company will initially add 250 jobs to the local economy and plans to create a total of more than 300 jobs in the community within the next several years. The baking facility, located at 1525 Industrial Road in Emporia, will resume operations this summer and will produce a full assortment of Hostess' iconic snack products, including *Twinkies*, *Cup Cakes*, *HoHos* and *Ding Dongs*.

The investment in the Emporia baking facility is being funded by affiliates of Apollo Global Management, LLC (NYSE: APO) and Metropoulos & Co., which purchased selected Hostess assets out of bankruptcy in April 2013. "I am delighted with the progress we have made upgrading the Emporia facility since we acquired Hostess," said Dean Metropoulos, the Chairman and Chief Executive Officer of Hostess. "We have expanded the bakery's capacity significantly, which will result in meaningful job growth in the Emporia community and ultimately help us achieve our goal of bringing Hostess products back to the shelves for our customers as quickly as possible. The state of Kansas and city of Emporia have been extremely helpful throughout the redevelopment process, and we want to thank them for their assistance with this project in particular and for their long-standing support of Hostess."

"I am thrilled that the re-launch of the Emporia factory will result in the creation of hundreds of jobs," said Kansas Commerce Secretary Pat George. "Kansas has created an attractive business environment that helps companies invest in the state and hire a significant number of Kansas workers."

"The city is delighted that the new owners of Hostess Brands are resuming production at the Emporia plant," said Mayor Bobbi Mlynar, who helped lead the cooperative effort to keep the local plant open. "Making the best snack cakes in the world is something that Emporia-area workers know how to do well and are eager to resume doing. The plant has been a major employer here for almost 50 years, providing significant support to our economy, as well as being a good corporate citizen in our community. We look forward to the same type of relationship with the new owners."

"The Emporia community is excited to officially welcome back Hostess Brands," said Chair Jon Geitz of the Regional Development Association of East Central Kansas ("RDA") and Vice-Mayor of the city of Emporia. "The RDA in collaboration with community leaders worked diligently over the past 15 months to ensure a positive outcome after the bankruptcy was announced. Once again, Emporia has earned its reputation as a community that speaks with one voice."

Hostess is seeking motivated, energetic and team-oriented candidates for a variety of positions at our Emporia facility as we bring Hostess products back to American consumers. Applicants interested in joining the Company can apply at the KANSASWORKS office at 1622 Industrial Road in Emporia, Kansas (Flint Hills Mall) or online at [www.the-arnold-group.com](http://www.the-arnold-group.com). Applicants can also visit [jobs.hbnewco.com](http://jobs.hbnewco.com) or call Hostess at (816) 701-4600 for more information.

### **About Hostess**

Hostess is a leading fresh-baked sweet goods company in the U.S. with iconic brands that include *Twinkies*, *Cup Cakes*, *HoHos*, *Ding Dongs*, *Mini Muffins*, *Donettes*, *Zingers* and *Suzy Q's*. Through its 80+ year history, Hostess has established unparalleled consumer brand awareness, strong customer relationships and partnerships with local communities throughout the U.S. The Company is headquartered in Dallas, Texas and Kansas City, Missouri. For more information about Hostess, please contact Michael Cramer at (816) 701-4600.

### **About the Regional Development Association of East Central Kansas**

The Regional Development Association of East Central Kansas is the leading economic development corporation for our region. It is a collaborative effort of the City of Emporia, Lyon County, Emporia Area Chamber of Commerce and Visitors Bureau, Emporia Enterprises, Emporia State University, Flint Hills Technical College and Emporia Main Street. For further information contact RDA President Kent Heermann at (620) 342-1600.

Hostess

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Source: Hostess Brands, LLC