

April 19, 2017



Hostess Brands, Inc. Announces Closing of Public Offering by Selling Stockholders

KANSAS CITY, Mo.--(BUSINESS WIRE)-- Hostess Brands, Inc. (the "Company") (Nasdaq: TWNK) today announced the closing of a public offering of approximately 23.1 million shares of its Class A common stock held by certain of its stockholders at \$15.25 per share (which includes the full exercise by the underwriters of their option to purchase up to approximately 3.0 million shares). The selling stockholders consisted of funds managed by affiliates of Apollo Global Management, LLC, selling approximately 21.5 million shares; Gores Sponsor LLC, selling 1.0 million shares; and an entity controlled by C. Dean Metropoulos, selling 0.6 million shares. The Company did not issue shares in the offering and did not receive any proceeds from the sale of the shares by the selling stockholders in this offering.

Credit Suisse and Morgan Stanley acted as joint book-running managers for the offering and as representatives of the underwriters. Barclays, Deutsche Bank Securities, RBC Capital Markets and UBS Investment Bank also acted as joint book-running managers for the offering.

This offering was made only by means of a prospectus and related prospectus supplement forming a part of the registration statement initially filed by the Company with the Securities and Exchange Commission (the "SEC") on November 14, 2016, which was declared effective by the SEC. Copies of the final prospectus supplement and related prospectus relating to the offering may be obtained by contacting:

Credit Suisse Securities (USA) LLC
Attn: Prospectus Department
One Madison Avenue
New York, New York 10010
newyork.prospectus@credit-suisse.com
1-800-221-1037

or

Morgan Stanley & Co. LLC
Attn: Prospectus Department
180 Varick Street, 2nd Floor
New York, New York 10014
prospectus@morganstanley.com
1-866-718-1649

About Hostess Brands, Inc.

Hostess Brands, Inc. is a leading packaged food company focused on developing, manufacturing, marketing, selling and distributing fresh baked sweet goods in the United States. The Hostess brand dates to 1919 when Hostess CupCake was introduced to the public, followed by Twinkies in 1930. In 2013, funds managed by affiliates of Apollo Global Management, LLC, and entities controlled by C. Dean Metropoulos and family acquired select Hostess assets out of the liquidation of the old Hostess Brands company. That summer, Hostess products returned to store shelves after a nine month absence. Today, we produce a variety of new and classic treats under the Hostess® and Dolly Madison® group of brands, including Twinkies®, CupCakes, Ding Dongs®, HoHos®, Donettes® and Fruit Pies.

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