

February 24, 2011



Hostess® Kicks Off Twinkie Mania

Calls on Consumers to Cast Votes for their Favorite New Filling Flavor

Limited-Time Chocolate Creme and Strawberry & Creme Filled Twinkies Debut in Stores

One Lucky Twinkie Lover Will Win \$25,000

IRVING, Texas, Feb. 24, 2011 /PRNewswire/ -- [Hostess®](#), the maker of America's most iconic snack cakes, is kicking off a **Twinkie® Mania** sweepstakes. This unprecedented promotion invites Twinkie lovers everywhere to write a new chapter in Twinkie history by casting their votes for a new flavor filling. The candidates up for election for new flavor are: Raspberry Tart, Cookies n Creme, Blueberry Pie and Lemon Meringue, and the winning flavor will be featured as a limited time offering in the Hostess product line.

As part of the promotion, Hostess is introducing two new limited-edition flavors – Chocolate Creme and Strawberry & Creme – which are now available in stores across the country. The two new varieties will compete with the Original Vanilla Creme filling for the title of best current flavor. In addition, one lucky Twinkie lover will win \$25,000 when registering two UPC codes online of specially marked packages of any variety of Twinkies including: 100 Calorie Pack Twinkie Bites®, Original Vanilla Creme Twinkies, and the new Chocolate Creme and Strawberry & Creme Twinkies.

"Twinkie Mania is sweeping the country, and we are excited to let our fans' voices be heard as they indulge in our newest varieties and campaign for the next Twinkie flavor," said Mike Touhey, Vice President of Snack Marketing for Hostess.

Polls will be open from February 21, 2011 through March 29, 2011 and votes can be cast at www.hostesscakes.com/twinkiemania. The winning flavor will be announced online April 15, 2011.

To enter to win \$25,000, consumers can register UPC codes of specially marked Twinkie packages at www.hostesscakes.com/twinkiemania.

For official rules and additional 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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