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Hostess® Invites Fans to Give Twinkies® a Minion Makeover

Hostess® and Universal Studios Home Entertainment Celebrate *Despicable Me 2* Release on Blu-ray™, DVD and Digital HD with The Twinkie Minion Makeover Sweepstakes

Limited Edition Minion Makeover Packaging Hitting Store Shelves As *Despicable Me 2* Debuts on Digital HD November 26 And on Blu-ray™ & DVD December 10

KANSAS CITY, Mo.--(BUSINESS WIRE)-- As the holiday season gets underway, Hostess® is inviting fans across the country to kick up their creativity and dress up their favorite golden, crème-filled treats as part of the Twinkie® Minion Makeover Sweepstakes. Hostess is joining with Universal Studios Home Entertainment to celebrate the release of *Despicable Me 2*, the year's biggest comedy, on Blu-ray™, DVD and Digital HD by asking consumers to "Minion-ize" their Twinkies for the chance to win great prizes.

Now through January 5, 2014 Hostess lovers can make the season a little brighter by visiting <https://www.facebook.com/Hostess> to download a collection of Minion accessories, from goggles and boots to a fruit headdress and a fedora, and make their own Twinkie Minion. Fans can then upload pictures of their creations to enter to win a daily instant prize, which includes a *Despicable Me 2* Blu-ray™ and special offers from Hostess, or the grand prize, which includes a Home Theater System, a collection of 30 Blu-rays™ and a year's supply of Hostess treats.

"Hostess is thrilled to join with Universal Studios Home Entertainment this holiday season to celebrate the home entertainment launch of *Despicable Me 2* with the exciting Twinkie Minion Makeover Sweepstakes," said David Leavitt, Vice President of Marketing at Hostess Brands LLC. "It's hard to imagine a Twinkie being more irresistible, but a Twinkie Minion is even more delightfully delicious."

Special limited-time "Minion-ized" multipacks and twinpacks of Twinkies are also hitting store shelves across the country. Hostess fans can find special Minion accessories on packaging that can be cut out to create a Twinkie Minion and enter the sweepstakes. Packaging will be arriving in stores for Thanksgiving, just in time to watch the Minions take over Manhattan as they join the 87th Annual Macy's Thanksgiving Day Parade® to celebrate the home entertainment release of *Despicable Me 2*.

In addition, free samples of the Hostess twinpacks will be distributed at scheduled stops by a *Despicable Me 2* "Minion Mobile" visiting New York, Chicago, Philadelphia and Los Angeles between November 25 – December 13.

Despicable Me 2, the worldwide box office phenomenon and the year's biggest comedy,

has been hailed as “Brilliant! One of the funniest, laugh-out-loud, most enjoyable movies ever” by MovieGuide®. In addition to more than 45 minutes of bonus features, the Blu-ray includes three all-new mini-movies starring the lovable Minions.

Despicable Me 2 Synopsis

Gru, his adorable girls, and the mischievous Minions are back with a cast of unforgettable new characters in the blockbuster sequel to the worldwide phenomenon. Just as Gru has given up being super-bad to be a super-dad, the Anti-Villain League recruits him to track down a new criminal mastermind and save the world. Partnered with secret agent Lucy Wilde, Gru, along with the wildly unpredictable Minions, must figure out how to keep his cover while also keeping up with his duties as a father. Assemble the Minions for laugh-out-loud comedy in “one of the funniest, most enjoyable movies ever!” (MovieGuide®) The movie’s official website is www.despicableme.com. The official hashtag is #DM2.

For more information about Hostess® and Hostess Brands, LLC, please visit hostesscakes.com and hostessbrands.com. Follow Hostess on Twitter: [@Hostess_Snacks](https://twitter.com/Hostess_Snacks); on Facebook: facebook.com/Hostess; on Instagram: Hostess_Snacks; and on YouTube: youtube.com/HostessSnacks; Hashtag: #comeback.

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