

May 5, 2014



Hostess Brands and 20th Century Fox Invite Fans to Join the Action and Celebrate the *X-Men: Days of Future Past* Release with the Hostess® X-Men Adventure Sweepstakes

Hostess® Introduces eXtreme Crème™ Twinkies® in Blue Raspberry and Strawberry Blast Flavors in Limited Edition X-Men Packaging

Fans can Enter for a Chance to Win a Grand Prize Trip for Four or Daily Prizes Including X-Men Gear, Movie Tickets, Blu-ray™ Collections and More

KANSAS CITY, Mo.--(BUSINESS WIRE)-- Join the action as Hostess Brands and 20th Century Fox celebrate the May 23rd theatrical release of *X-Men: Days of Future Past* with the Hostess X-MEN Adventure Sweepstakes - offering fans the chance to win eXtreme prizes – and the limited-time introduction of eXtreme Crème Twinkies in new Blue Raspberry and Strawberry Blast flavors.

Starting May 5th, 2014, Hostess lovers and X-Men fans can find promo codes in specially marked packages of Hostess products. They can then visit <https://www.facebook.com/Hostess> and enter the code for a chance to win one of dozens of daily prizes and be entered to win the grand prize – an action-packed trip for four to Montreal, where *X-Men: Days of Future Past* was filmed. The grand prize trip includes eXtreme fan adventures including rock climbing, speed boating and a high-flying trapeze experience. Daily prizes include X-MEN gear packages, movie tickets, Blu-ray™ collections, posters and coupons for Hostess snack cakes. Hostess X-Men Adventure Sweepstakes participants can earn additional entries by inviting friends to enter on Facebook and by following Hostess on Pinterest, Tumblr, Twitter and Instagram.

“Hostess Brands is excited to partner with 20th Century Fox to celebrate of the release of *X-Men: Days of Future Past*,” said David Leavitt, Vice President of Marketing at Hostess Brands, LLC. “The newest installment of this franchise will be an incredible adventure for viewers. We can’t think of a better way for X-Men fans everywhere to join the celebration than with our new limited edition eXtreme Crème Twinkie flavors and the chance to win great prizes.”

“Hostess and X-Men are both iconic American brands and we are excited to be able to bring them together in a fun and engaging way,” said Zachary Eller, Senior Vice President, Marketing Partnerships, 20th Century Fox.

Beginning in early May, fans can visit local retailers and grocers to find multipacks of Hostess eXtreme Crème Blue Raspberry flavored Twinkies and Strawberry flavored Twinkies, original Twinkies and Chocolate CupCakes featuring promo codes and detailed information about the sweepstakes. Twinpacks of Twinkies and Hostess Chocolate CupCakes as well as dunkie bags of Frosted, Powdered, Apple Cinnamon, and Frosted Devil's Food Donettes® will also feature limited-time X-Men packaging. Go to www.facebook.com/hostess for the official rules.

In *X-Men: Days of Future Past* the ultimate X-Men ensemble fights a war for the survival of the species across two time periods. The characters from the original X-Men film trilogy join forces with their younger selves from *X-Men: First Class* in an epic battle that must change the past - to save our future. To learn more, please visit the official X-Men movie website at <http://www.x-menmovies.com/#!/home>.

Spark Alliance Marketing served as the agency that worked with Hostess and 20th Century Fox on the concept, strategy, and execution of the promotion.

For more information about Hostess products 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](https://instagram.com/Hostess_Snacks); on YouTube: youtube.com/HostessSnacks; on Pinterest: pinterest.com/hostesscakes; and on Tumblr: hostesssnacks.tumblr.com. Hashtag: #comeback

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