

FOR IMMEDIATE RELEASE

Contact:

Stacey Inglis-Baron
Director of Marketing
800-989-9534 Ext 277



ICEEBits™ Beary Fun Frozen Treat

Pennsauken, NJ February 27, 2008 - J&J Snack Foods has announced the introduction of ICEEBits™, a new product line that is sure to please kids of all ages. ICEEBits™ combines great taste and a fun product form with the #1 Brand of Frozen Carbonated Beverages, ICEE®.

Unlike other competitive frozen pellet products, ICEEBits™ do not require special handling and can be shipped at 0-degrees along with other frozen products. ICEEBits™ are sold in 5 fl. oz. cups in four kid-friendly flavors; Cotton Candy, Cherry Burst™, Blue Raspberry and Cherry Cola.

ICEEBits™ is gluten free, fat free and Kosher Certified. Each cup is coded and ready for individual sale. In addition, each case is coded for Cash-n-Carry sales. ICEEBits™ will be available for sale as of March 31st, call 888-JJ-SNACK, ext 750 or visit www.jjsnackfoodservice.com for additional details.

J&J Snack Foods Corp. (NASDAQ: JJSF) manufactures an expanding variety of nutritional snack foods to the food service and retail supermarket industries. Its principal products include frozen soft pretzels under SUPERPRETZEL®, Pretzel Fillers® and other brand names; ICEE® and SLUSH PUPPIE® frozen beverages; LUIGI'S® Real Italian Ice; frozen juice bars under the Minute Maid®, CHILL®, Barq's®, Whole Fruit®, Fruit-a-Freeze® and SHAPE UPS® brand names; TIO PEPE'S® churros™; THE FUNNEL CAKE FACTORY® funnel cakes; and baked goods under the Country Home Bakers®, READI-BAKE®, Mrs. GoodCookie®, CAMDEN CREEK®, MARY B's® and Daddy Ray's® brands.