

FOR IMMEDIATE RELEASE

FOR:

**Contact: Dennis G. Moore
Senior Vice President
Chief Financial Officer
(856) 665-9533, x 268**



**6000 Central Highway
Pennsauken, NJ 08109**

**J & J SNACK FOODS
ANNOUNCES DOWN EARNINGS**

Pennsauken, NJ, April 24, 2008 - - J & J Snack Foods Corp. (NASDAQ-JJSF) today announced record sales but lower earnings for its second quarter and six months ended March 29, 2008.

Sales increased 11% to \$144.2 million from \$130.0 million in last year's second quarter. Net earnings decreased 25% to \$4.0 million from \$5.3 million last year. Earnings per diluted share were \$.21 for the March quarter compared to \$.28 last year. Operating income decreased 31% to \$5.7 million this year from \$8.2 million in the year ago period.

For the six months ended March 29, 2008, sales increased 13% to \$275.1 million from \$244.2 million in last year's first half. Net earnings decreased 35% to \$5.9 million in the six months from \$9.1 million last year. Earnings per diluted share were \$.31 for the six months compared to \$.48 last year. Operating income decreased 40% to \$8.0 million from \$13.3 million in the year ago period.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "Although our overall sales increased, we continue to be impacted by escalating input costs, particularly commodities such as flour and dairy products."

J & J Snack Foods Corp.'s principal products include SUPERPRETZEL, PRETZEL FILLERS and other soft pretzels, ICEE, SLUSH PUPPIE and ARCTIC BLAST frozen beverages, LUIGI'S, MAMA TISH'S, SHAPE UPS, MINUTE MAID* and BARQ'S** and CHILL*** frozen juice bars and ices, WHOLE FRUIT sorbet, FRUIT-A-FREEZE frozen fruit bars, MARY B'S biscuits and dumplings, DADDY RAY'S fig and fruit bars, TIO PEPE'S churros, THE FUNNEL CAKE FACTORY funnel cakes, and MRS. GOODCOOKIE, CAMDEN CREEK, COUNTRY HOME and READI-BAKE cookies. J & J has manufacturing facilities in Pennsauken, Bridgeport and Bellmawr, New Jersey; Scranton, Hatfield and Chambersburg, Pennsylvania; Carrollton, Texas; Atlanta, Georgia; Moscow Mills, Missouri; Pensacola, Florida and Vernon and Newport, California.

*MINUTE MAID is a registered trademark of The Coca-Cola Company.

**BARQ'S is a registered trademark of Barq's Inc.

***CHILL is a registered trademark of Wells Dairy, Inc.