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FOR:

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J & J SNACK FOODS
ANNOUNCES INCREASE IN
FOURTH QUARTER EARNINGS

Pennsauken, NJ, November 5, 2008 -- J & J Snack Foods Corp. (NASDAQ-JJSF) today reported record sales and higher earnings for its fourth quarter but lower earnings for its full 2008 fiscal year.

Sales for the fiscal year ended September 27, 2008 increased 11% to \$629.4 million from \$568.9 million in the fiscal year ended September 29, 2007. Net earnings decreased 13% to \$27.9 million in fiscal 2008 from \$32.1 million in fiscal 2007. On a per diluted share basis, earnings decreased 13% to \$1.47 from \$1.69. Operating income decreased 11% to \$43.3 million this year from \$48.6 million in the year ago period.

For the fourth quarter ended September 27, 2008, sales increased 9% to \$177.4 million from \$162.2 million in the fourth quarter ended September 29, 2007. Net earnings increased 7% to \$11.2 million in the current year quarter from \$10.5 million. Earnings per diluted share were \$.59 this year compared to \$.55 last year. Operating income increased 9% to \$17.9 million from \$16.4 million in the year ago period.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "As previously reported throughout the year, our earnings were impacted by higher input costs, particularly wheat and dairy based products. We are gratified that we were able to grow our overall business by 11% and maintain key market shares during these challenging economic times."

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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.