



**FOR IMMEDIATE RELEASE**

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## **Robyn Shreiber joins J&J Snack Foods as Vice President of National Accounts**

*Pennsauken, New Jersey, September 22, 2008* - - - J&J Snack Foods announced today the appointment of Robyn Shreiber as Vice President – National Accounts. Robyn joins the Foodservice Sales Team and will report to Vince Melchiorre, Executive Vice President. Her appointment is effective September 22, 2008.

In this new position, Ms. Shreiber will lead the partnership with new and existing National Account Customers across the U.S. for all of J&J Snack Foods' product lines. She will work closely with the Sales and Marketing Teams to drive sales growth across all Foodservice channels of distribution.

Robyn has over 25 years of experience in the food industry. She spent the last six years at Certi-Fresh Foods and Contessa Premium Foods. Both companies are leading suppliers of frozen seafood to the Foodservice and Retail Supermarket industries. Robyn had previously spent 17 years with J&J Snack Foods.



Vince Melchiorre commented, "Robyn has demonstrated the ability to drive strong sales growth with large Foodservice customers. Her management experience, her ability to partner with customers, and her passion to win are

impressive. We are delighted to have her join our Team as we plan our continued sales growth.”

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

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