



**FOR IMMEDIATE RELEASE**

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**CINNABON® CinnaPretzel™ Named Best New Product  
By Convenience Store Petroleum!**

**CINNABON® CinnaPretzel™** *Sinfully Crafted For Sweet Success!*

J&J Snack Foods is proud to announce the acceptance of *Convenience Store Petroleum* magazine's **Retailers Choice Best New Products Contest 2005 Award**. Representatives from more than 125 convenience store chains have voted CINNABON® Cinnapretzel™ the best new Packaged Sweet Snack.

CINNABON® Cinnapretzel™ Soft Pretzels offer convenience store operators a way to increase sales with a premium branded product, delivering exceptional quality. CINNABON® is nationally recognized with 80% brand awareness.

CINNABON® Cinnapretzel™ combines delicious, hand twisted soft pretzels with indulgent CINNABON® Cinnamon Buns. Fully-baked to a golden brown, then flash frozen to preserve their fresh-from-the-oven goodness, CINNABON® Cinnapretzel™ are ready to heat and eat. Just pop them in the microwave or oven, top with authentic CINNABON® Creamy Frosting. Enjoy the warm, fresh baked soft pretzel taste with the CINNABON® trademarked Makara cinnamon flavor bursts.

Available in a 6 oz. bulk, and 6oz. individually wrapped, logoed package with authentic CINNABON® Creamy Frosting packed 12 per case.

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® frozen beverages; LUIGI'S® Real Italian Ice and MAMA TISH'S Premium Italian Ices; frozen juice bars under the Minute Maid®, CHILL®, Barq's®, and SHAPE UPS® brand names; TIO PEPE'S® churros™; THE FUNNEL CAKE FACTORY® funnel cakes; and cookies under the READ-BAKE®, Mrs. GoodCookie® and CAMDEN CREEK® brands.

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