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## **J&J Snack Foods Barks Up A New Tree With The Acquisition Of DOGSTERS® Frozen Dog Treats**

April 25, 2007 – Pennsauken, NJ., J&J Snack Foods Corp. has acquired the DOGSTERS® Frozen Dog Treat's brand from CoolBrands International. J&J Snack Foods is the maker of LUIGI'S® Real Italian Ice, the # 1 selling Italian Ice in the world and Minute Maid® Juice Bars and SOFT FROZEN LEMONADE. This acquisition comes on the heels of the Whole Fruit® and Fruit-a-Freeze® brand acquisitions that J&J Snack Foods made from CoolBrands earlier this month.

“With this unique canine-friendly brand, J&J Snack Foods will be a dog's best friend! Seriously, though it fits our ever expanding portfolio of frozen novelty products and pushes us into new channels of distribution,” commented Gerry Shreiber, JJSF President and CEO. “Pet treats, is one of the fastest growing market segments, with over \$14.5 billion dollars in annual sales. Pet snacks alone posted \$2 billion plus in retail sales consecutively over the last few years,” he added.

DOGSTERS® has a leg up on the competition, it is the only healthy, all natural, low calorie, and low fat frozen ice-cream style treat for dogs. DOGSTERS® was named one of the Top 10 Regional New Products in *Frozen Food Age* 2005 Top New Product Awards. It is frustrating to be a dog and not be able to partake in that yummy cold treat people always eat in the summer. DOGSTERS® is the solution! No more of Fido begging for a lick of your cone, these cool dog-friendly treats hit the spot and leave them panting for more!

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®, 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.