

FOR IMMEDIATE RELEASE

FOR:

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**J & J SNACK FOODS
REPORTS RECORD FIRST QUARTER SALES
AND EARNINGS**

Pennsauken, NJ, January 23, 2006 – J & J Snack Foods Corp. (NASDAQ-JJSF) today announced record sales and earnings for the first quarter ended December 24, 2005.

Sales increased 10% to \$108.6 million from \$98.5 million in last year's first quarter. Net earnings increased 21% to \$3.0 million in the current quarter from \$2.5 million last year. Earnings per diluted share were \$.16 for the first quarter compared to \$.13 last year. Operating income increased 15% to \$4.2 million in the current quarter from \$3.7 million in the year ago quarter.

Operating income in this year's quarter was impacted by \$260,000 of share-based compensation expense (expensing of stock options) and net earnings were impacted by \$171,000, or \$.01 per diluted share. Excluding the impact of share-based compensation expense recognized this year and not last year, operating income increased 22% and net earnings increased 28%.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "Continued strong performance by our food service business was largely responsible for our improvement."

J & J Snack Foods Corp.'s principal products include SUPERPRETZEL, PRETZEL FILLERS and other soft pretzels, ICEE and ARCTIC BLAST frozen beverages, LUIGI'S, MAMA TISH'S, SHAPE UPS, MINUTE MAID* and BARQ'S** and CHILL*** frozen juice bars and ices, 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 and Vernon, (Los Angeles) 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.