

**FOR IMMEDIATE RELEASE**

**FOR:**

**Contact: Dennis G. Moore  
Senior Vice President  
Chief Financial Officer  
(856) 532-6603**



**6000 Central Highway  
Pennsauken, NJ 08109**

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

Pennsauken, NJ, January 22, 2009 - - J & J Snack Foods Corp. (NASDAQ-JJSF) today announced record sales and increased earnings for the first quarter ended December 27, 2008.

Sales increased 8% to \$141.1 million from \$130.9 million in last year's first quarter. Net earnings increased 128% to \$4.3 million in the current quarter from \$1.9 million last year. Earnings per diluted share were \$.23 for the first quarter compared to \$.10 last year. Operating income increased 192% to \$6.8 million in the current quarter from \$2.3 million in the year ago quarter.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "While the overall general economy remains a present concern, we are gratified by our quarter's overall performance. Improved results from each of our major business groups, food service, retail supermarkets and frozen beverages, contributed to the increased earnings in the period."

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\*\* 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.