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FOR:

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**RECORD SALES AND EARNINGS AGAIN
FOR
J & J SNACK FOODS**

Pennsauken, NJ, July 26, 2007 -- J & J Snack Foods Corp. (NASDAQ-JJSF) today announced record sales and earnings for its third quarter and nine months ended June 30, 2007.

Sales for the third quarter increased 16% to \$162.5 million from \$140.1 million in last year's third quarter. Net earnings increased 16% to \$12.5 million from \$10.8 million last year. Earnings per diluted share were \$.66 for the June quarter compared to \$.57 last year. Operating income increased 12% to \$18.8 million this year from \$16.7 million in the year ago period.

For the nine months ended June 30, 2007, sales increased 13% to \$406.7 million from \$360.7 million in last year's nine months. Net earnings increased 21% to \$21.6 million in the nine months from \$17.9 million last year. Earnings per diluted share were \$1.14 for the nine months compared to \$.95 last year. Operating income increased 19% to \$32.1 million from \$26.9 million in the year ago period.

Operating expenses in last year's quarter and nine months include an impairment charge of \$1.2 million for the writedown of robotic packaging equipment. Excluding the writedown of this equipment in last year's quarter, operating income increased \$865,000, or 5%, for the quarter and \$4.0 million, or 14%, for the nine months.

Operating expenses were reduced by \$896,000 of other general income in this year's quarter compared to \$71,000 in the year ago period. Excluding the writedown of the robotic packaging equipment in last year's quarter and the increase in other general income this year, operating income was essentially unchanged for the quarter and up \$3.2 million, or 11%, for the nine months.

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Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented; "Although we benefited from positive results from both of our recently acquired companies, Hom/Ade Foods and Daddy Ray's, and a strong showing by our ICEE and SLUSH PUPPIE business, our quarter's results were impacted by continuing escalating costs of commodities including flour and dairy products."

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** and CHILL*** 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.

***CHILL is a registered trademark of Wells Dairy, Inc.

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