

FOR IMMEDIATE RELEASE
FOR:

Contact: Dennis G. Moore
Senior Vice President
Chief Financial Officer
(856) 665-9533



6000 Central Highway
Pennsauken, NJ 08109

RECORD SALES & EARNINGS
AS J & J SNACK FOODS
COMPLETES 35TH ANNIVERSARY YEAR

Pennsauken, NJ, November 8, 2006 -- J & J Snack Foods Corp. (NASDAQ:JJSF) today reported record sales and earnings for its 2006 fiscal year.

Sales for the fiscal year ended September 30, 2006 (53 weeks) increased 13% to \$514.8 million from \$457.1 million in the fiscal year ended September 24, 2005 (52 weeks). Net earnings increased 13% to \$29.5 million in fiscal 2006 from \$26.0 million in fiscal 2005. On a per diluted share basis, earnings increased 12% to \$1.57 from \$1.40. Operating income increased 12% to \$45.1 million this year from \$40.2 million in the year ago period. Operating income for the current year was impacted by \$1,304,000 of share-based compensation expense (expensing of stock options) and net earnings were impacted by \$988,000, or \$.052 per diluted share. Adjusting for share-based compensation expense that would have been recognized in 2005 if Statement 123(R) had been followed, operating income increased 16% and net earnings increased 18%.

For the fourth quarter ended September 30, 2006 (14 weeks), sales increased 19% to \$154.1 million from \$129.8 million in the fourth quarter ended September 24, 2005 (13 weeks). Net earnings increased 16% to \$11.5 million in the current year quarter from \$9.9 million. Earnings per diluted share were \$.61 this year compared to \$.53 last year. Operating income increased 18% to \$18.1 million from \$15.4 million in the year ago period. Operating income for the quarter was impacted by \$337,000 of share-based compensation expense and net earnings were impacted by \$289,000, or \$.015 per diluted share. Adjusting for share-based compensation expense that would have been recognized in 2005 if Statement 123(R) had been followed, operating income increased 21% and net earnings increased 20%.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "All of our businesses contributed to our record setting 4th quarter and year. Our food service group, led by strong soft pretzel and supporting juice bar product sales, had an outstanding year. What a fitting way for us to mark our 35th anniversary."

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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, 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.

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