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FOR:

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**J & J SNACK FOODS
ANNOUNCES
RECORD SALES AND EARNINGS**

Pennsauken, NJ, July 25, 2011 -- J & J Snack Foods Corp. (NASDAQ-JJSF) today announced record sales and earnings for its third quarter and nine months ended June 25, 2011.

Sales for the third quarter increased 9% to \$206.3 million from \$189.7 million in last year's third quarter. Net earnings increased 47% to \$23.3 million from \$15.9 million last year. Earnings per diluted share were \$1.24 for the June quarter compared to \$.85 last year. Operating income increased 4% to \$27.1 million this year from \$26.1 million in the year ago period.

For the nine months ended June 25, 2011, sales increased 6% to \$524.7 million from \$496.2 million in last year's nine months. Net earnings increased 22% to \$39.1 million in the nine months from \$32.0 million last year. Earnings per diluted share were \$2.08 for the nine months compared to \$1.71 last year. Operating income decreased 1% to \$52.0 million from \$52.4 million in the year ago period.

Net earnings for the third quarter and the nine months included a \$6.6 million gain on bargain purchase of a business. Without this gain, net earnings were \$16.7 million, or \$.89 per diluted share, for the quarter and \$32.5 million, or \$1.73 per diluted share, for the nine months.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented; "While all of our businesses contributed to the quarter's success, a particularly strong performance by our ICEE group highlighted the quarter."

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J & J Snack Foods Corp.'s principal products include SUPERPRETZEL, PRETZEL FILLERS and other soft pretzels, ICEE and SLUSH PUPPIE frozen beverages, LUIGI'S, MAMA TISH'S, SHAPE UPS, MINUTE MAID* and BARQ'S** frozen juice bars and ices, WHOLE FRUIT sorbet and frozen fruit bars, MARY B'S biscuits and dumplings, DADDY RAY'S fig and fruit bars, TIO PEPE'S and CALIFORNIA CHURROS churros, THE FUNNEL CAKE FACTORY funnel cakes, MRS. GOODCOOKIE, CAMDEN CREEK, COUNTRY HOME and READI-BAKE cookies, PATIO burritos and HAND FULLS and HOLLY RIDGE BAKERY filled handheld products. 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; Colton, Vernon and Norwalk, California; Holly Ridge, North Carolina; and Weston, Oregon.

*MINUTE MAID is a registered trademark of The Coca-Cola Company.

**BARQ'S is a registered trademark of Barq's Inc.

Unaudited Consolidated Statement of Operations

	<u>Three Months Ended</u>		<u>Nine Months Ended</u>	
	June 25	June 26	June 25	June 26
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
	(in thousands)			
Net sales	\$206,328	\$189,729	\$524,691	\$496,192
Cost of goods sold	<u>138,787</u>	<u>124,698</u>	<u>362,027</u>	<u>335,345</u>
Gross profit	67,541	65,031	162,664	160,847
Operating expenses	<u>40,480</u>	<u>38,969</u>	<u>110,676</u>	<u>108,474</u>
Operating income	27,061	26,062	51,988	52,373
Other income	<u>6,797</u>	<u>236</u>	<u>7,168</u>	<u>717</u>
Earnings before income taxes	33,858	26,298	59,156	53,090
Income taxes	<u>10,532</u>	<u>10,437</u>	<u>20,077</u>	<u>21,138</u>
Net earnings	<u>\$ 23,326</u>	<u>\$ 15,861</u>	<u>\$ 39,079</u>	<u>\$ 31,952</u>
Earnings per diluted share	\$1.24	\$.85	\$2.08	\$1.71
Earnings per basic share	\$1.25	\$.86	\$2.10	\$1.73
Weighted average number of diluted shares	18,829	18,731	18,766	18,705
Weighted average number of basic shares	18,700	18,529	18,639	18,516

Consolidated Balance Sheets

June 25, 2011 September 25, 2010
(Unaudited)
(in thousands)

Cash & cash equivalents	\$ 79,643	\$ 74,665
Current marketable securities held to maturity	25,528	15,481
Other current assets	154,979	130,385
Property, plant & equipment, net	122,375	110,092
Goodwill	70,070	70,070
Other intangible assets, net	53,140	55,284
Marketable securities held to maturity	29,998	26,300
Other	<u>2,213</u>	<u>1,717</u>
Total	<u>\$537,946</u>	<u>\$483,994</u>
Current liabilities	\$ 84,059	\$ 71,081
Long-term obligations under capital leases	429	619
Deferred income taxes	34,538	30,401
Other long-term liabilities	1,162	1,318
Stockholders' equity	<u>417,308</u>	<u>380,575</u>
Total	<u>\$ 537,496</u>	<u>\$483,994</u>

The forward-looking statements contained herein are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected in the forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which reflect management's analysis only as of the date hereof. The Company undertakes no obligation to publicly revise or update these forward-looking statements to reflect events or circumstances that arise after the date hereof.

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