



FOR IMMEDIATE RELEASE

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ICEE® And Roger "The Rocket", Fuel Texas C-Stores!

C-store locations all over Texas are serving their customers Rocket Fuel – a new energy drink by The ICEE® Company. The ICEE® brand is the #1 frozen carbonated beverage in the world. Guaranteeing its success, the Rocket Fuel Energy Drink is being served in collector's edition cups featuring Future Hall-of-Famer, Houston Astros pitcher, Roger "The Rocket" Clemens.

Roger "The Rocket" Clemens is a spokesperson for the ICEE® brand. He is a 7-Time CY Young Award winner and at age 43, Roger "The Rocket" continues to set milestones and records that will no doubt stand for decades.

C-stores including 615 Diamond Shamrock locations in Texas, Colorado, Arizona and California along with over 350 other Texas based c-stores are *rocketing up their sales* with the new Rocket Fuel Energy Drink by ICEE®. Rocket Fuel has been introduced in two flavors, Red Cherry and Pineapple Orange. The commemorative collector's cup features Roger Clemens holding an ICEE® cup and displays his record-breaking career baseball stats.

ICEE® is sold in over 30,000 outlets nationwide, along with outlets in Canada and Mexico. ICEE® was first created in the late 1950's. Over 300,000 ICEE® Frozen beverages are sold each year. The highest number of ICEE® Frozen Beverages are sold in July. The most popular flavors are cherry, blue raspberry and Coca-Cola®.

The ICEE® Company is a subsidiary of J&J Snack Foods Corp. (NASDAQ: JJSF) J&J Snack Foods manufactures an expanding variety of nutritional snack foods to the food service and retail supermarket industries. Its principal products include frozen soft pretzels under SUPERPRETZEL®, Pretzel Fillers® and other brand names; ICEE® frozen beverages; LUIGI'S® Real Italian Ice and MAMA TISH'S Premium Italian Ices; frozen juice bars under the Minute Maid®, CHILL®, Barq's®, and SHAPE UPS® brand names; TIO PEPE'S® churros™; THE FUNNEL CAKE FACTORY® funnel cakes; and cookies under the READI-BAKE®, Mrs. GoodCookie® and CAMDEN CREEK® brands.

For additional product information please call 800-426-4243 or visit www.icee.com.