



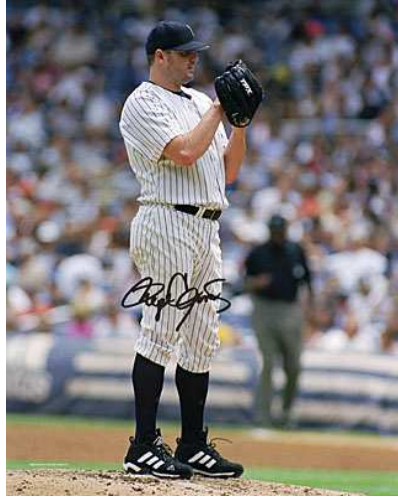
FOR IMMEDIATE RELEASE

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**Roger “The Rocket”, Future Hall-of-Famer And
J&J Snack Foods’ Spokesperson, Back In New York**

May 9, 2007..... A classic winner on and off the field. On the field, Roger Clemens, winner of 348 games and still counting, 7-time Cy Young award winner, has signed with the New York Yankees, returning to the place where he won two World Series rings in 1999 and 2000.

Off the field, Roger Clemens continues as spokesperson for J&J Snack Foods Corp. representing SUPERPRETZEL[®] Soft Pretzels and its ICEE[®] brands of frozen beverages and frozen desserts. Roger has been the spokesperson for J&J Snack Foods since 2004. On the J&J Snack Foods’ corporate website, www.jjsnack.com consumers still have time to order Roger “The Rocket” Clemens commemorative photos with a reproduction of Roger’s autograph, at www.clemenspromo.com/photo.

“It’s nice to be associated with SUPERPRETZEL[®] and ICEE[®] brand products. They have been some of my family’s favorites for years,” said Clemens.

“Our products are all-family products, and remain the ideal fit with Roger’s high regard for family values. Roger is an unparalleled leader in sports and life and we are honored to have him represent our company and it’s brands.” Said Gerry Shreiber, President and CEO of J&J Snack Foods Corp.

J&J Snack Foods Corp. (NASDAQ: JJSF) 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[®] and SLUSH PUPPIE[®] frozen beverages; LUIGI’S[®] Real Italian Ice; frozen juice bars under the Minute Maid[®], CHILL[®], Barq’s[®], Whole Fruit[®], Fruit-a-Freeze[®] and SHAPE UPS[®] brand names; TIO PEPE’S[®] churros[™]; THE FUNNEL CAKE FACTORY[®] funnel cakes; and baked goods under the Country Home Bakers[®], READI-BAKE[®], Mrs. GoodCookie[®], CAMDEN CREEK[®], MARY B’s[®] and Daddy Ray’s[®] brands.