

FOR IMMEDIATE RELEASE



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**Roger “The Rocket” Clemens,
Pitches Off The Field On SUPERPRETZEL® Packaging**

J&J Snack Foods’ spokesman, Roger “The Rocket” Clemens joined JJSF, CEO/President, Gerry Shreiber, before a Phillies, Houston Astros match-up at Citizens Bank Park. Clemens, the 7-Time Cy Young award winner, is featured on SUPERPRETZEL® packaging (bottom right corner of soft pretzel box) during an on-box, self-liquidating promotion offering consumers the opportunity to send away for an autographed photo of Roger choosing from four team uniforms.

Throughout his amazing career, Roger, played for the Toronto Blue Jays, New York Yankees, Boston Red Sox and the team he is currently pitching for, Houston Astros. To enter consumers must visit www.clemenspromo.com/photo download the entry form and mail a check for \$3.99 along with 2 proofs-of-purchase from specially marked boxes of SUPERPRETZEL®.

Based on consumers’ requests for the photos, Roger in his New York Yankees’ uniform is by far the leading request, as is witnessed by the jersey that Mr. Shreiber is donning in the photo.

The 6-count retail SUPERPRETZEL® boxes featuring Roger Clemens are flying off supermarket shelves as we speak, so hurry to get your entry form. The entry deadline is December 2007, but you can only enter from these specially marked boxes! Stop by ACME, Shop Rite, Wegman's, Wal-Mart SUPERCENTERS, Stop & Shop, Giant, Clemens, Pathmark, SUPERFRESH and all other local supermarkets carrying the SUPERPRETZEL® brand of soft pretzels.

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®, Slush Puppie 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.

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