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CONTACT: Stacey Inglis-Baron
Director of Marketing
(800) 989-9534, ext. 277
Email: singlis-baron@jjsnack.com



J&J Snack Foods Announces SUPERPRETZEL® And Roger “The Rocket” Clemens Photo Offer

J&J Snack Foods Corp. announced a special Roger “The Rocket” Clemens promotional photo offer on SUPERPRETZEL® Soft Pretzels. Roger Clemens, 7-Time Cy Young Award Winning Pitcher and Future Hall of Famer, will be featured on 3.5 million SUPERPRETZEL® Soft Pretzel 6-count retail boxes.

Four different Clemens photos will be available to choose from for \$3.99 + 2 proofs of purchase from any SUPERPRETZEL® product. Consumers are invited to mail in for their favorite Roger Clemens photo(s). Available photos, order form and promotion details can be viewed on www.clemenspromo.com/photo. Promotional boxes will be available in retail grocers’ freezers beginning March 2006. Visit www.jjsnack.com for more details.

Roger Clemens has been the spokesperson for SUPERPRETZEL® Soft Pretzels and ICEE® frozen carbonated beverages since signing a multiyear contract with J&J Snack Foods Corp. in July 2004. Roger “The Rocket” Clemens is the all-time strikeout leader in American League history and the only 7-time Cy Young Award Winner in Major League Baseball history.

“We are very pleased and honored to have Roger, an unparalleled leader in baseball, represent our SUPERPRETZEL® and ICEE® brands, which are the leaders in their categories. Our all-family products are a natural fit with Roger’s high regard for family values,” said Gerald 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® 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 READ-BAKE®, Mrs. GoodCookie® and CAMDEN CREEK® brands.