



**FOR IMMEDIATE RELEASE**

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(Photo Left to right: Dan Fachner, President of The ICEE Company, Roger Clemens, Houston Astros and Gerry Shreiber, CEO/President J&J Snack Foods)

### **Roger “The Rocket” Putting on the Ritz For J&J Snack Foods**

Roger “The Rocket” Clemens, spokesperson for the SUPERPRETZEL<sup>®</sup> and ICEE<sup>®</sup> brands, made a special celebrity appearance at J&J Snack Foods’ annual cocktail reception at the Ritz Carlton Hotel in Chicago, during the National Restaurant Association Show. Roger enthusiastically greeted the audience, posed for photos and addressed J&J Snack Foods’ customers and guests, taking questions, sharing baseball stories and experiences.

Roger, a sure-fire, future Hall-of-Fame pitcher, is the only 7-Time CY Young Award winner in baseball history. He won over and a 330 games and is still counting. At age 42, Roger “The Rocket” continues to set milestones and records that will no doubt stand for decades and decades.

Attendees of the cocktail party received special edition, keepsake collectors ICEE<sup>®</sup> cups featuring, Roger “The Rocket” Clemens, and his CY Young Award year stats. These commemorative cups are currently being offered at retailers and convenience stores in the southwest. Roger and his family have been long time fans of ICEE<sup>®</sup> and SUPEPRETZEL<sup>®</sup> products.

Roger is featured in ads and point-of-sale for both ICEE<sup>®</sup> Squeeze Tubes and SUPERPRETZEL<sup>®</sup> Soft Pretzels in supermarket locations.

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<sup>®</sup>, Pretzel Fillers<sup>®</sup>, CinnaPretzel<sup>™</sup> and other brand names; ICEE<sup>®</sup> frozen beverages; LUIGI’S<sup>®</sup> Real Italian Ice and MAMA TISH’S Premium Italian Ices; frozen juice bars under the Minute Maid<sup>®</sup>, CHILL<sup>®</sup>, Barq’s<sup>®</sup>, and SHAPE UPS<sup>®</sup> brand names; TIO PEPE’S<sup>®</sup> churros<sup>™</sup>; THE FUNNEL CAKE FACTORY<sup>®</sup> funnel cakes; and cookies under the READI-BAKE<sup>®</sup>, Mrs. GoodCookie<sup>®</sup> and CAMDEN CREEK<sup>®</sup> brands.

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