



McKee Foods Corporation
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McKee Foods and Challenger Center set to launch Little Debbie® into space

COLLEGEDALE, Tenn., March 17, 2014 — Little Debbie® snacks is celebrating the launch of its newest product, Cosmic Cupcakes, by launching a custom-made “Commander” Little Debbie® astronaut-themed bobblehead doll into space from the Challenger Center at the University of Tennessee-Chattanooga, at 11 a.m. on Wednesday, March 19*.

Attending media will receive a USB drive with all pertinent information, imagery and amazing B-roll from an earlier test launch that includes views of the Earth normally seen only by astronauts. The program will include brief remarks from Chris McKee, executive vice president, McKee Foods Corporation.

The launch will be observed by students from a local school who will also learn about the use of weather balloons from WRCB chief meteorologist, Paul Barys.

*(Rain dates are either Tuesday, April 18, or Thursday, April 20, and will be announced as needed.)

About McKee Foods Corporation

Founded in 1934 by O.D. and Ruth McKee, McKee Foods Corporation has grown to become America’s leading family-owned snack cake bakery. McKee Foods produces Little Debbie® snacks and Sunbelt® Bakery snacks and cereals that are sold in all 50 states, and Drake’s® cakes that are sold in the Northeast. The company is headquartered in Collegedale, Tenn., and has production facilities in Gentry, Ark., and Stuarts Draft, Va., as well as a warehouse and Distribution Center in Kingman, Ariz. McKee Foods also owns the Collegedale-based subsidiary Blue Planet Foods, manufacturer of high-quality granola products including Heartland® cereals and pie shells, and Fieldstone® Bakery, manufacturer of high-quality foodservice snacks. For more information, visit the McKee Foods Corporation website at www.mckeefoods.com.

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