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FOR IMMEDIATE RELEASE

March 31, 2015

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Little Debbie takes the Cinnamon Challenge

COLLEGEDALE, Tenn., (March 31, 2015) — Little Debbie® snacks has spiced up the bagged mini donuts category with the release of their new Little Debbie® Cinnamon Sugar Bagged Mini Donuts.

A Mini Donut Flavor Study yielded a strong interest for cinnamon and cinnamon sugar donuts with the latter being the most requested. “We like to offer consumers a great experience that delivers on the promise of a quality product that they expect from the Little Debbie brand,” said Thomas Mossbeck, Little Debbie product manager. “So we are excited to see how consumers respond to this new cinnamon sugar variety, as we are taking cinnamon mini donuts to the next level with a more robust cinnamon experience than what is currently in the market.”

The volume potential for Little Debbie Cinnamon Sugar Mini Donuts looks good as some competitors’ sales of cinnamon donuts are up to 52 percent of their Powdered Donut volume. “Little Debbie Powdered Mini Donuts is the number-one bagged mini donut across all classes of trade. We have seen the power of our Powdered Mini Donuts; now it’s time for Cinnamon Sugar to shine,” said Mossbeck.

This is one of five Little Debbie® Bagged Mini Donut varieties now available. Other mini donut varieties include powdered, chocolate frosted, glazed and coconut crunch.

About the Little Debbie brand

McKee Foods’ Little Debbie brand is America’s No. 1 selling snack cake and is increasing its presence in the breakfast pastry and cookie categories. More than 138 billion Little Debbie® snacks have been sold since 1960 in the United States, Canada, Mexico, Puerto Rico and on U.S. military bases worldwide. Every week, Little Debbie® snacks are baked fresh and delivered from our bakeries to your communities — that’s why they’re so fresh tasting. Local independent distributors, who are members of your communities, ensure that the freshest products are available in your stores. In fact, you’ll find our quality pledge and our guaranteed fresh date on every package. Visit littledebbie.com for more information. You can also find us on Facebook and Twitter.

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