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**OH! – The Outdoor Happiness Movement Announces Support of Memory Park in Newton
*McKee Foods Proudly Supports Park Improvements in New Jersey***

Newton, N.J.; Collegedale, Tenn. — McKee Foods proudly announces its support of improvements to Memory Park in Newton, N.J., with a grant provided through OH! – the Outdoor Happiness movement. This grant will be used for amenities that include an outdoor pavilion, picnic tables and benches. Construction is expected to begin soon and should be complete by the start of summer.

The town of Newton was the home of Newman E. Drake, who founded Drake's Cakes in 1896. Late in his life, Newman donated the land that became Memory Park.

"In the 120th year of the Drake's Cakes brand, we honor the legacy of Mr. Drake and the community that helped shape him with a grant to the park that he helped establish," said Chris McKee, executive vice president of Marketing & Sales at McKee Foods, which now owns Drake's Cakes. OH! — the Outdoor Happiness movement is about sharing the joys of simple pleasures, and these park improvements are the perfect example of our commitment to this cause."

"Newton was the only town in the state of New Jersey to be the recipient of this donation," said Newton Recreation Department supervisor Debbie Danielson. "[McKee Foods] wanted the money to go toward outdoor recreation, so we are choosing to build an outdoor pavilion. This is a great benefit for the pool and families who use the pool. There is not enough shade for people to enjoy and have family time."

People interested in learning more about the movement can visit OutdoorHappinessMovement.com to hear about upcoming projects across the U.S. Visitors to the site can also make a pledge to go outside, have fun and find what makes them happy.

About OH! — the Outdoor Happiness movement:

McKee Foods is committed to helping communities across the country enjoy an active outdoor lifestyle by partnering with organizations that make public greenways, trails and parks available. We believe that these green spaces provide opportunities for outdoor activity that ultimately lead to a fun and active lifestyle. McKee Foods, owned and operated by the McKee family, has committed to donate more than \$1 million over the next five years in an initiative called OH! — the Outdoor Happiness movement. OH! — the Outdoor Happiness movement represents a long-standing tradition in the McKee family in that since 2009, it has given more than \$2.8 million to support the creation and preservation of parks, greenways and other outdoor spaces. For more information, or to join McKee Foods in its mission to get the country outside, please visit outdoorhappinesmovement.com.

About McKee Foods:

McKee Foods, a family bakery with annual sales of about \$1.4 billion, is a privately held company based in Collegedale, Tenn. The McKee Foods story began during the height of the Great Depression when founder O.D. McKee began selling 5-cent snack cakes from the back of his car. Soon after, he and his

wife, Ruth, bought a small, failing bakery, using the family car as collateral. Today, the company employs more than 5,750 people in Collegedale; Gentry, Ark.; Stuarts Draft, Va.; and Kingman, Ariz. It creates and produces Little Debbie[®] Snacks, Drake's Cakes, Sunbelt Bakery[®] snacks and cereals, and Heartland[®] and Fieldstone[™] Bakery food products. Visit McKeeFoods.com for more information.