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Hostess Brands Rewards Employees with Bonuses of More Than \$1,000 Following New Tax Reform Law

Kansas City, MO – January 31, 2018 – Hostess Brands, Inc. today announced that, following the recently enacted tax legislation, the snack cake maker will be providing bonuses totaling \$1,250 to its 1036 hourly bakery and corporate employees. The bonuses will include \$750 in cash and a \$500 401k contribution.

In a letter to employees, executive chairman C. Dean Metropoulos said: “The recent tax reform changes have given us the opportunity to review our benefit and compensation structure with an eye toward further investing in our workforce – our extraordinary team of employees who have and continue to help make Hostess so successful. As we have done in the past, the company’s management and board take great pleasure in sharing the company’s success with our employees.”

To further sweeten the benefit, Hostess is also offering a year’s worth of free product to all employees. A representative from each bakery location will choose a “product of the week” for the bakery and all employees will be eligible to take home one multi-pack of the week’s selection, every week for a year.

About Hostess Brands, Inc.

The Company is one of the leading packaged food companies focused on developing, manufacturing, marketing, selling and distributing fresh sweet baked goods in the United States. The brand's history dates back to 1919, when the Hostess® CupCake was introduced to the public, followed by Twinkies® in 1930. Today, the Company produces a variety of new and classic treats including Ding Dongs®, Ho Hos®, Donettes®, Hostess Bake Shop and Fruit Pies, in addition to Twinkies® and CupCakes.

For more information about Hostess products and Hostess Brands, please visit hostesscakes.com. Follow Hostess on Twitter: @Hostess_Snacks; on Facebook: [facebook.com/Hostess](https://www.facebook.com/Hostess); on Instagram: [Hostess_Snacks](https://www.instagram.com/Hostess_Snacks); and on Pinterest: [pinterest.com/hostesscakes](https://www.pinterest.com/hostesscakes).

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