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BERNSTEIN-REIN GETS BIGGER PIECE OF HOSTESS **Kansas City-based advertising firm is now agency of record for all Hostess brands**

Kansas City, Mo. – Today, Bernstein-Rein (BR) announced that it has become the agency of record (AOR) for all Hostess brands, including Hostess, Drake and Dolly Madison snack cakes as well as bread brands such as Wonder, Nature's Pride, Merita and Butternut, after a competitive review.

"Bernstein-Rein has allowed Hostess to combine all our accounts under one roof" said Rich Seban, EVP and chief marketing officer of Hostess Brands. "They have the complete suite of capabilities and pool of talent that we looked for in this review. Their expertise in digital will allow Hostess Brands to move our marketing into a space that's critical for the growth of our company. BR is the ideal partner for all of Hostess' brands."

BR won the expanded Hostess business after a competitive review among Hostess' agencies, including Grey New York.

"BR came into the review prepared to wow us," said Seban. "They demonstrated strong creative execution, strategic media planning and cutting-edge digital expertise to support our brands."

Steve Bernstein, president of BR said, "We've been proud to be Hostess' marketing partner since 2005. Our relationship has been a story of shared growth; we started with a promotional campaign, then we picked up their snacks brands and now we're the AOR for all of Hostess' brands. Together, we've been able to overcome the challenges and take advantage of the opportunities in that time. The way we've worked together to bring new ideas and strategies to the marketplace exemplifies the ideal client relationship. This expansion of our business is a vote of confidence for the strong work that we've done on behalf of Hostess."

BR will be handling creative duties, strategy, digital and media buying and planning for Hostess Brands.

About Bernstein-Rein:

Grounded in the agency philosophy of "Be Real," Bernstein-Rein is the agency and marketing partner that provides real consumer insights, real brand differentiation that inspires consumers to act, and real results for its clients. Established in 1964, Bernstein-Rein was named one of the top 10 branding agencies of 2009 by *Advertising Age*. Go to bernsteinrein.com to see a list of clients and award-winning work.

About Hostess Brands, Inc.

Hostess Brands, Inc. is one of the nation's largest providers of fresh-baked bread and sweet goods, sold under various brand names including Wonder[®], Merita[®], Home Pride[®], Nature's Pride[®], Hostess[®], Drake's[®], and Dolly Madison[®]. The Company is headquartered in Irving, Texas

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