

FOR IMMEDIATE RELEASE

October 1, 2015

For more information, contact:

Mike Gloekler

Corporate Communications and PR Manager

423-238-7111, Ext. 22440

mike.gloekler@mckee.com

Classic Drake's[®] Funny Bones[®] To Return After Much Anticipation

No bones about it – fans wait eagerly for their favorite treat's return in October

COLLEGEDALE, Tenn., (October 1, 2015) — Drake's[®] Funny Bones[®] are officially making a much anticipated return to store shelves in the Northeast. Since Drake's[®] Cakes came back on the market in 2013, customers have flocked to social media sites asking for the return of Funny Bones[®]. Unaffiliated Facebook pages, such as “Bring Back Drake's Cakes Funny Bones,” have also popped up in an effort to show McKee Foods just how much people want the treats back.

Funny Bones[®] are made with devil's food cake, filled with peanut butter creme and coated in milk chocolate-flavored icing. First introduced in 1961, Funny Bones[®] have developed a loyal following across all age groups.

“Loyal fans of Funny Bones[®] told us how much they missed their favorite Drake's[®] variety, and we wanted to bring it back the way they remember,” said Chip Stenberg, Drake's[®] associate brand manager. “After a significant investment in state-of-the-art bakery equipment, we're now ready to return Funny Bones[®] to the market.”

In September, several lucky Drake's[®] Cakes Twitter fans won the opportunity to enjoy Funny Bones[®] before they hit store shelves. Beginning in October, Drake's[®] Funny Bones[®] will be available in supermarkets, supercenters, value retailers and convenience stores throughout the Northeast. A product locator search function will be available to consumers at drakescake.com.

As with all Drake's[®] Cakes, Funny Bones[®] are certified kosher by the Orthodox Union. Consumers can look for the circled “U” symbol (hechsher) on the cartons.

About Drake's

Drake's[®] founder Newman E. Drake established the brand in 1896 selling sliced pound cake in New York City. Now a part of the McKee Foods family bakery, Drake's[®] Cakes are high-quality products that are baked fresh and delivered directly to neighborhood stores in the Northeast. More information is available at drakescake.com, facebook.com/drakes and twitter.com/drakes.