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FOR IMMEDIATE RELEASE

Largest Solar Farm in Pennsylvania Completed at Snyder's-Lance

(HANOVER, PA) – June 21, 2011- Snyder's-Lance, Inc. (Nasdaq-GS: LNCE) is proud to announce the completion of the largest ground-based solar farm in Pennsylvania. Covering 26 acres and comprised of 15,092 solar panels, the 3.5 MW Solar Farm is located across from the corporate headquarters and manufacturing plant in Hanover, Pennsylvania.

The solar farm is expected to generate 4,453,136-kilowatt hours (kWH) and save close to 30% of the current energy costs for the Hanover facility. The solar farm will reduce greenhouse gas emissions in excess of 230 million pounds of carbon dioxide over a 25-year period. As a comparison, the energy created from the solar field equals more than 111 million miles not driven by a medium-sized car, and more than 11 million trees would need to be planted to equal the same level of carbon dioxide reduction.

The solar installation, managed by RMK Solar, started in September of last year and took nine months to complete. Plans for the solar farm began in 2009 when Snyder's-Lance implemented five-year sustainability goals. Other initiatives included development of renewable and compostable packaging that is currently available nationwide.

"This is a very exciting time in the history of our company," explains Carl Lee, president and COO of Snyder's-Lance. "The solar farm shows the commitment that Snyder's-Lance has made to creating snack products in a more sustainable way. Our goal has always been to make 'better for you' snacks and now they are also better for the earth as well."

A launch celebration will be held today and will be attended by Snyder's-Lance Board of Directors, government representatives and media. For more information on the solar farm, please visit snydersmediacenter.com.

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Snyder's-Lance, Inc., headquartered in Charlotte, NC, manufactures and markets snack foods throughout the United States and internationally. The Company's products include pretzels, sandwich crackers, potato chips, cookies, tortilla chips, restaurant style crackers, nuts and other snacks. Snyder's-Lance has manufacturing facilities in North Carolina, Pennsylvania, Iowa, Indiana, Georgia, Arizona, Massachusetts, Texas, Florida, Ohio, and Ontario, Canada. Products are sold under the Snyder's of Hanover, Lance, Krunchers!, Cape Cod, EatSmart Naturals, Jays, Grande, Tom's, Archway, O-Ke-Doke, and Stella D'oro brand names along with a number of private label and third party brands. Products are distributed widely through grocery and mass merchandisers, convenience stores, club stores, food service outlets and other channels.

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