

**Hostess® Celebrates Blu-ray™ & DVD Release of the All-New Movie, DreamWorks' Penguins of Madagascar, with the Hostess Hoops Sweepstakes Featuring the Hostess Hoops App**

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**Each Fan Who Downloads Free App Receives a Hostess Coupon and the Chance to Win a Grand Prize of \$5,000 or a Royal Caribbean Cruise for Four**

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As basketball fans gear up for the most exciting time of the season, Hostess Brands is celebrating the Blu-ray™ and DVD release of the all-new movie, DreamWorks Animation's *Penguins of Madagascar*, with the Hostess Hoops Sweepstakes featuring its new Hostess Hoops app and limited-edition *Penguins of Madagascar* packaging.

Fans are invited to celebrate the movie's Blu-ray™ and DVD release by playing the fun and free Hostess Hoops app, available today for download on Android and iOS devices. The game lets players take control of Hostess mascot Twinkie the Kid as he races against the shot clock to score as many baskets as possible. The Penguins are there to help with special power-ups and dunks that score major points. The app will be available via the App Store and Google Play through April 30.

Each download includes a Hostess coupon which can be redeemed for \$1 off two boxes of Hostess products. In addition, fans can enter to win the sweepstakes' grand prize through the app: \$5,000 cash or a seven day, six night Royal Caribbean cruise for four. Hostess lovers and *Penguins of Madagascar* enthusiasts can also visit local retailers and grocers to find Twinkies, CupCakes and Donettes in limited-time packaging that features the Penguins playing Hostess Hoops. Using the app to scan Hostess packaging will unlock more Penguins power-ups in the game!

Spark Alliance Marketing served as the agency that worked with Hostess and DreamWorks Animation on the concept, strategy, and execution of the promotion. The Hostess Hoops app was developed by Bully! Entertainment, an emerging tech and game development studio specializing in branded experiences.

For more information about Hostess products and Hostess Brands, LLC, please visit [hostesscakes.com](http://hostesscakes.com) and [hostessbrands.com](http://hostessbrands.com). Follow Hostess on Twitter: [@Hostess\\_Snacks](https://twitter.com/Hostess_Snacks) ; on Facebook: [facebook.com/Hostess](https://facebook.com/Hostess) ; on Instagram: [Hostess\\_Snacks](https://Hostess_Snacks) ; on YouTube: [youtube.com/HostessSnacks](https://youtube.com/HostessSnacks) ; on Pinterest: [pinterest.com/hostesscakes](https://pinterest.com/hostesscakes) ; and on Tumblr: [hostesssnacks.tumblr.com](https://hostesssnacks.tumblr.com) . Hashtag: #comeback

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