

## **That's a Big Twinkie: Hostess Teams up with Sony Pictures to Welcome Ghostbusters Back to the Big Screen**

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### ***Key Lime Slime Twinkies and Ghostbusters-themed Limited Edition Packaging Available in Stores Now***

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Hostess Brands and Sony Pictures have teamed up for a collaboration of epic proportions to celebrate the July 15, 2016 theatrical release of *Ghostbusters*, with a limited edition flavor and packaging on store shelves starting today.

Thirty years after Dr. Egon Spengler equated the amount of psychokinetic energy in New York to a thirty-five foot long Twinkie – sparking one of the most highly-quoted lines from a movie, "that's a big Twinkie" – Hostess is introducing a limited-time-only flavor, Key Lime Slime Twinkies, available at grocery stores. Additionally, single-serve Twinkies and multipack Twinkies will feature the iconic "No Ghost" sign.

"It's only natural for Hostess to participate in a partnership with *Ghostbusters*, given the Twinkie's appearance in the original movie," said Ellen Copaken, Senior Director of Marketing at Hostess Brands, LLC. "Just like Twinkies, *Ghostbusters* has a loyal fan base that has remained passionate for generations. We hope fans are just as excited as we are to help bring this incredible franchise to life."

To learn more, please visit the official Ghostbusters movie website at <http://www.ghostbusters.com/>.

Spark Alliance Marketing served as the agency that worked with Hostess and Sony on the concept, strategy and execution of the promotion.

### **About "Ghostbusters"**

*Ghostbusters* makes its long-awaited return, rebooted with a cast of hilarious new characters. Thirty years after the beloved original franchise took the world by storm, director Paul Feig brings his fresh take to the supernatural comedy, joined by some of the funniest actors working today – Melissa McCarthy, Kristen Wiig, Kate McKinnon, Leslie Jones, and Chris Hemsworth. This summer, they're here to save the world! The film is produced by Ivan Reitman and Amy Pascal, and written by Katie Dippold & Paul Feig, based on the 1984 film "Ghostbusters," an Ivan Reitman film, written by Dan Aykroyd and Harold Ramis.

### **Hostess Brands, LLC**

An icon of American ingenuity, Hostess Brands, LLC has been the baker of many of the world's best known sweet baked goods for nearly a century. The category pioneer continues to lead the way in innovation, quality and creativity that captures the imagination of snack cake enthusiasts generation after generation.

Since being acquired by Metropolous & Company and Apollo Global Management in 2013, Hostess has become a billion dollar, forward-looking retail brand. The company is headquartered in Kansas City, Missouri and operates bakeries in Emporia, Kansas, Columbus, Georgia and Indianapolis, Indiana.

For more information about Hostess products and Hostess Brands LLC, please visit [hostesscakes.com](http://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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