

**November 1, 2010 Announcement of Special Stockholders Meetings for Proposed
Combination: Frequently Asked Questions**

What can I expect to experience at Lance now that the Securities and Exchange Commission (SEC) declared effective a registration statement that includes the joint proxy statement of Lance and Snyder's on October 29, 2010?

At this time, nothing changes in the workplace for Lance or Snyder's of Hanover. Progress with the SEC is just one more part of an overall process to complete the merger, and until the merger completes both Lance and Snyder's remain independent companies. We will continue to conduct our businesses as normal.

Now that the merger proxy, registration statement and other details have been reviewed by the SEC, what are the next steps in the merger process?

The transaction still remains subject to shareholder approval for both companies. These reviews and approvals are normal for a transaction of this type. Special meetings are scheduled to be held December 2, 2010 and December 3, 2010 for Lance stockholders and Snyder's stockholders, respectively. As previously communicated, the merger is still expected to be completed in the 4th quarter of this year.

As we continue to make progress toward the completion of the merger, what can I begin to do in preparation for the integration of the two companies?

While we all remain excited about the merger, there are a lot of decisions and actions that cannot be taken without the appropriate regulatory and shareholder approval. Until we have such approvals, please continue to focus on business as usual and demonstrate the integrity and performance that you have all exhibited to date.

Where can I get the latest merger information?

Updated information can be found on our **my.lance.com** Web site, as well as on our **www.lance.com** and **www.lanceinc.com** Web sites. We will communicate with you directly as new information becomes available regarding the merger. In the meantime, if you have any questions, we encourage you to speak to your supervisor.

If I am approached by the media, what should I say?

It is important to keep in mind that Lance, Inc. has a strict media policy stating that only the approved Lance spokesperson(s) may speak with reporters, editors or other members of the media that are involved with researching, producing or writing stories on the proposed merger. Do NOT answer questions or make statements if you are approached by the media in any way.

Important Information for Investors and Stockholders

This memorandum relates to a proposed merger between the Company and Snyder's that will become the subject of a registration statement, which will include a joint proxy statement/prospectus, to be filed by the Company with the SEC. This memorandum is not a substitute for the joint proxy statement/prospectus that Lance will file with the SEC or any other document that the Company may file with the SEC or the Company or Snyder's may send to its stockholders in connection with the proposed merger. INVESTORS AND SECURITY HOLDERS ARE URGED TO READ THE JOINT PROXY STATEMENT/PROSPECTUS AND ALL OTHER RELEVANT DOCUMENTS THAT MAY BE FILED WITH THE SEC OR SENT TO SHAREHOLDERS, INCLUDING THE DEFINITIVE JOINT PROXY STATEMENT/PROSPECTUS THAT WILL BE PART OF THE REGISTRATION STATEMENT ON FORM S-4, AS THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED MERGER. All documents, when filed, will be available in the case of the Company, free of charge at the SEC's website (www.sec.gov) or by directing a request to the Company through Dee Noon, Assistant to the CFO, at 704-556-5727 and, in the case of Snyder's, by directing a request to John Bartman, Vice President of Human Resources, at 717-632-4477.

Participants in the Solicitation

Snyder's, the Company and their respective directors and executive officers may be deemed under the rules of the SEC to be participants in the solicitation of proxies from the stockholders of the Company. A list of the names of those directors and executive officers and descriptions of their interests in the Company and Snyder's will be contained in the joint proxy statement/prospectus which will be filed by the Company with the SEC. Stockholders may obtain additional information about the interests of the directors and executive officers in the proposed transaction by reading the joint proxy statement/prospectus when it becomes available.