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To: All Lance Employees

From: David V. Singer, President and Chief Executive Officer

This morning we released our results for the third quarter 2010. I'd like to share the highlights of the release along with my perspective on a few key messages.

We reported sales of nearly \$240 million, representing growth of about 1 percent. When we exclude items related to the proposed merger with Snyder's of Hanover, our earnings were reasonably strong.

As I have consistently said, profitable growth is the most important indicator of success against our key objectives of being a Great Stock, Great Partner and Great Place to Work. Profitable growth increases our importance with customers, it drives our stock price to deliver the returns our shareholders expect and it ensures we are a healthy and growing organization for our employees.

We are operating in a tough economic environment, which has made it especially hard to deliver the growth we'd like to see. Longer term, we need to grow faster than we did this quarter. That said, I am pleased with the fact that we were able to improve our profit margins and deliver some growth in this tough economy. I would like to thank each of you for your hard work and continued focus on the business which enabled us to deliver solid earnings to our shareholders.

I'd like to share my thoughts on what you can expect to see as we move into the fourth quarter of this year. Many of our key costs are going up, including flour and vegetable oil. Because the economy remains weak, we will likely be required to continue promotional spending to entice our consumers to purchase our products. We will be taking actions to offset these costs and make our promotions less costly. These actions will include keeping a sharp focus on expenses and price increases, especially in our private brands area. Most importantly, we must all continue to do our jobs to the best of our ability and work together as a team to accomplish our objectives.

I am proud of the solid results we reported in the third quarter, and I appreciate the hard work and commitment that each of you has demonstrated to drive these results.

I look forward to a working together as we strive to conclude 2010 with even stronger results in the fourth quarter.

Thanks for all you do,

Dave