

TOOTSIE ROLL INDUSTRIES, INC.

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# Press Release

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CHICAGO, ILLINOIS - April 28, 2010 - Melvin J. Gordon, Chairman, Tootsie Roll Industries, Inc. reported first quarter 2010 net sales and net earnings.

First quarter 2010 net sales were \$103,244,000 compared to \$94,054,000 in first quarter 2009, an increase of \$9,190,000 or 10%. First quarter 2010 net earnings were \$9,085,000 compared to \$8,320,000 in first quarter 2009, and net earnings per share were \$.16 and \$.14 in first quarter 2010 and 2009, respectively, an increase of \$.02 per share or 14%.

Mr. Gordon said, "First quarter 2010 net sales benefited from effective marketing programs as well as the timing of certain customer sales in the first quarter 2010 and fourth quarter 2009 reporting periods. The increase in first quarter 2010 net earnings reflects the benefits of higher sales and favorable foreign currency exchange and translation. However, first quarter 2010 net earnings were adversely affected by higher ingredient costs, primarily sugar, increases in distribution costs including higher fuel costs relating to freight and delivery, and a higher effective income tax rate. The Company's first quarter 2010 net earnings per share benefited from common stock purchases in the open market resulting in fewer shares outstanding."

TOOTSIE ROLL INDUSTRIES, INC.  
CONSOLIDATED SUMMARY OF NET SALES & NET EARNINGS  
FOR THE PERIODS ENDED  
APRIL 3, 2010 & APRIL 4, 2009

	FIRST QUARTER ENDED	
	<u>2010</u>	<u>2009</u>
Net Product Sales	\$ <u>103,244,000</u>	\$ <u>94,054,000</u>
Net Earnings	\$ <u>9,085,000</u>	\$ <u>8,320,000</u>
Net Earnings Per Share *	\$ <u>.16</u>	\$ <u>.14</u>
Average Shares Outstanding *	<u>57,312,000</u>	<u>58,204,000</u>

\* Based on average shares outstanding adjusted for 3% stock dividends distributed April 8, 2010 and April 9, 2009.