

FOR IMMEDIATE RELEASE

Contact: Kim McGowan
Company: The Hain Celestial Group
Phone: (631) 730-2448
e-mail: kmcgowan@hain-celestial.com
Website: www.earthsbest.com

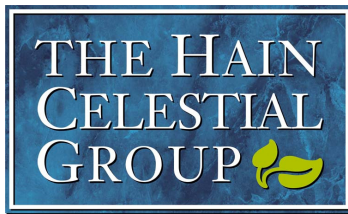
EARTH'S BEST KIDZ™ EXPANDS ITS FROZEN BAKED CHICKEN OFFERINGS

Melville, NY (March 2010) –**Earth's Best®**, the leading established brand of organic baby and toddler foods sold in Natural Food and Grocery stores¹, proudly expands its frozen food offerings under the **Earth's Best Kidz™** brand with the introduction of all-natural **Earth's Best Kidz™ Baked Popcorn Chicken** and *Baked Chicken Nuggets 16 oz. Value Bag*.

Earth's Best Kidz new *Baked Popcorn Chicken* and *Baked Chicken Nuggets 16 oz. Value Bag* are made with tender, all white meat, antibiotic-free chicken coated with whole grain breading that provides 8 grams of whole grain per serving. Baked, not fried, to minimize the fat content, *Baked Popcorn Chicken* and *Baked Chicken Nuggets* have 70% less fat than the leading brand².

¹ SpinsScan Natural and Conventional 52 weeks ending 12/26/09

²Contains 3g total fat per 56g serving, as compared to leading brand of frozen breaded chicken patties which has 11g total fat per 56g serving.



As with all **Earth's Best** products, **Earth's Best Kidz Baked Popcorn Chicken and Baked Chicken Nuggets 16 oz. Value Bag** contain no artificial flavors, colors or preservatives, no genetically engineered ingredients and no hydrogenated oils or trans fat. They are quick and easy to make for a nutritious and delicious lunch or dinner. They are baked to perfection, so kids will love the taste. Parents will love the all-natural nutrition.

Earth's Best Kidz Baked Popcorn Chicken is sold in an 8 oz box. SRP: \$4.99 - \$5.89.

Earth's Best Kidz Baked Chicken Nuggets 16 oz. Value Bag is a line extension to the top selling 8 oz. box. SRP: \$4.89 - \$5.89 per 8 oz. box; \$7.79 - \$9.49 per 16 oz. value bag.

Look for **Earth's Best Kidz** new *Baked Popcorn Chicken* and new *Baked Chicken Nuggets 16 oz. Value Bag* in the children's frozen food section of Natural Food stores or the natural frozen foods section of select Grocery stores, beginning in August 2010.

For more information on the complete line of Earth's Best Organic® infant formula and foods for babies and toddlers, personal care and cleaning products, including where to purchase, log onto www.earthbest.com.

The Hain Celestial Group

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic products company in North America and Europe. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Terra®, Garden of Eatin'®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Gluten Free Café™, Hain Pure Foods®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, WestSoy®, Yves Veggie Cuisine®, Granose®, Realeat®, Linda McCartney®, Daily Bread™, Lima®, Grains Noirs®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica®, Queen Helene®, Tushies®, TenderCare® and Martha Stewart Clean™. Hain Celestial has been providing "A Healthy Way of Life™" since 1993. For more information, visit www.hain-celestial.com.

###