



FOR IMMEDIATE RELEASE

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**EARTH'S BEST® INTRODUCES
NEW ORGANIC COUNTRY DINNERS –**

**HEARTY MEAT & VEGETABLE COMBINATIONS
TO FILL BABIES TUMMIES**

Melville, NY (March 2007) – **Earth's Best®**, the #1 brand of baby food sold in natural food stores and the fastest growing organic grocery brand, proudly expands its offering of meat and vegetable combinations with the introduction of **Earth's Best Organic Country Dinners**.

Responding to parents' desires for more extensive meat selections from **Earth's Best**, new *Organic Country Dinners* are made from wholesome organic ingredients and are full of natural nutrition and flavor. Part of the **Earth's Best** Second Foods 4 oz. jar line for babies six months and older, each jar makes a perfectly hearty lunch or dinner containing 3-4 grams of protein per serving. **Earth's Best Organic Country Dinners** are available in four delicious varieties:

- Chicken & Brown Rice
- Chicken Tomato Pastina
- Harvest Squash Turkey
- Beef, Carrots & Corn

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“We continually strive to offer healthier, nutrient-rich meals for babies,” said Kim Bremer, Category Group Manager for **Earth’s Best**. “New **Earth’s Best Organic Country Dinners** provide a hearty lunch or dinner in varieties mom might make at home.” **Earth’s Best Organic Country Dinners** join other **Earth’s Best** meat and vegetable combinations- 4 oz. *Sweet Potato Chicken Dinner* and 4 oz. *Vegetable Turkey Dinner*. As with the entire Earth’s Best infant food line, they are made from organic ingredients including chicken, beef, turkey, winter squash, carrots, peas, corn, whole grain quinoa and whole grain kamut flour, all grown without any potentially harmful pesticides, antibiotics or growth hormones. They contain no artificial flavors, colors or preservatives and are never made with any added salt or sugar. Available in 4 oz jars, SRP: \$0.75 - \$0.79.

Look for **Earth’s Best Organic Country Dinners**, in the baby food aisle in Natural Food stores, or the infant and natural foods section of select Grocery stores, beginning in June.

For more information about where to find Earth’s Best products and our other wholesome organic formula, foods for babies and toddlers, log onto www.earthsbest.com.

The Hain Celestial Group

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic food and personal care products company in North America and Europe. Hain Celestial participates in almost all natural food categories with well-known brands that include Celestial Seasonings®, Terra®, Garden of Eatin’®, Health Valley®, WestSoy®, Earth’s Best®, Arrowhead Mills®, DeBoles®, Hain Pure Foods®, FreeBird™, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic™, Imagine Foods™, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, Yves Veggie Cuisine®, Linda McCartney®, Realeat®, Lima®, Grains Noirs®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica® and Queen Helene®. For more information, visit www.hain-celestial.com.