



FOR IMMEDIATE RELEASE

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**EARTH'S BEST® EXPANDS ITS TODDLER MEAL OFFERINGS
WITH NEW LOW SODIUM *SESAME STREET*® ORGANIC
WHOLESONE, FORTIFIED SOUPS**

Melville, NY (March 2007) – **Earth's Best®**, the leading brand of Organic Baby and Toddler Foods sold in Natural Food Stores and the fastest growing organic baby food brand in Grocery Stores, makes toddler meals nutritiously great tasting and FUN with the introduction of new **Earth's Best Sesame Street Organic Soups**.

Building on the highly successful line of **Earth's Best Sesame Street** organic breakfasts and snacks and the recent introduction of **Earth's Best Sesame Street** frozen foods, new **Earth's Best Sesame Street Organic Soups** are a convenient way to warm toddlers' tummies. Each serving provides one full serving of vegetables to meet your toddler's daily requirements, including tomatoes, carrots, white beans, peas, and celery, all grown in soil not contaminated with harmful pesticides or chemicals. Specially formulated for toddlers, they are fortified with an excellent source of iron, zinc and six B vitamins and contain 1-3 grams of protein, 1 gram or less of fat, and 360 mg or less of sodium per serving. Available



in three toddler tempting varieties, including two vegetarian options, all **Earth's Best**

Sesame Street Organic Soups are made with fun Elmo- shaped pasta:

- Organic Elmo Tomato Soup
- Organic Elmo Vegetable Soup
- Organic Elmo Noodlemania Soup in Chicken Broth

New **Earth's Best Sesame Street Organic Soups** sold in 14.5 oz. cans with easy pull top lids will be available in June. They can be found in the soup section of Natural Food stores and in the soup or the natural foods section of select Grocery Stores. SRP: \$2.19 per can.

For more information about where to purchase Earth's Best and our other wholesome organic foods for babies and toddlers, visit www.earthsbest.com.

Look for the "Healthy Habits for Life™" logo on these and other **Earth's Best Sesame Street** products. The Earth's Best Sesame Street product line is a proud supporter of Sesame Workshop's "Healthy Habits for Life" initiative, a multi-year campaign designed to foster an early foundation of healthy habits among young children and their families.

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 Chips®, 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.



Sesame Workshop

Sesame Workshop is a nonprofit educational organization making a meaningful difference in the lives of children around the world. Founded in 1968, the Workshop changed television forever with the legendary *Sesame Street*. Today, the Workshop continues to innovate on behalf of children in 120 countries, using its proprietary research methodology to ensure its programs and products are engaging and enriching. Sesame Workshop is behind award-winning programs like *Dragon Tales*, *Sagwa*, *The Chinese Siamese Cat*, *Pinky Dinky Doo* and groundbreaking multimedia productions in South Africa, Egypt and Russia. As a nonprofit, Sesame Workshop puts the proceeds it receives from sales of *Sesame Street*, *Dragon Tales*, *Sagwa*, and *Pinky* products back into its educational projects for children around the world. Find the Workshop online at www.sesameworkshop.org.