



FOR IMMEDIATE RELEASE

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EARTH'S BEST® TEMPTS INFANTS' TASTE BUDS WITH NEW VITAMIN RICH ANTIOXIDANT BABY FOOD AND THE RE-INTRODUCTION OF WHOLESOME BREAKFAST

Melville, NY (March 2008) –Earth's Best®, the leading brand of organic baby food sold in Natural Food Stores and the fastest growing organic baby food brand in Grocery today, continues its innovation in the jarred food category. With a strong reputation for offering unique flavor combinations in its lines, Earth's Best proudly presents *Organic Antioxidant Blends*, plus the re-launch of top selling *Organic Wholesome Breakfast*.

Earth's Best Organic Antioxidant Baby Food

Now infants can benefit from the power of antioxidants with new **Earth's Best Organic Antioxidant Baby Food**. Part of the **Earth's Best 2nd Foods** line for infants six months and older, these delectable combinations are naturally blended to provide an excellent source of vitamins A and C to help boost infants' immune systems. **Earth's Best Organic**



Antioxidant Baby Food is kosher certified and available in four naturally nutritious fruit and vegetable combinations:

- Banana Mango
- Apple Butternut Squash
- Sweet Potato Apricot
- Carrot Tomato

Earth's Best Organic Antioxidant Baby Food is available in 4 oz jars in addition to a 12 jar Variety Pack (three jars/flavor). SRP: \$0.79 - \$0.89 per 4 oz. jar. SRP: \$7.99 - \$8.99 per Variety Pack.

Earth's Best Organic Wholesome Breakfast

Earth's Best proudly announces the re-launch of *Organic Wholesome Breakfast*, now better than ever. **Earth's Best Organic Wholesome Breakfast** offers all the healthy benefits of **Earth's Best** organic whole grain cereals and organic fruits in one convenient 4.5 oz jar. With just the right blend of nine essential vitamins and minerals, protein, fat and carbohydrates, it is nutritionally balanced to meet the caloric and developmental needs of growing babies. Now with a smoother creamier texture, **Earth's Best Organic Wholesome Breakfast** contains 45% of the daily recommended Vitamin C and 25% of the daily recommended zinc to boost the immune system. In addition each jar includes 2-3 grams of fiber and an excellent source of calcium and three B vitamins. For babies six months and older it is sold in a ½ ounce larger jar than traditional 2nd Foods, to provide babies with a heartier convenient breakfast. Available in:

- Apple Yogurt Oatmeal
- Pear Apple Oatmeal



Kosher certified **Earth's Best** Organic *Wholesome Breakfast* SRP: \$0.99 - \$1.09 per 4.5 oz jar.

As with all **Earth's Best** organic infant foods, new *Organic Antioxidant Blend* and *Organic Wholesome Breakfast* are made with only ingredients grown without the use of potentially harmful pesticides or fertilizers and contain no artificial flavors, colors or preservatives, no added salt, sugar or modified starch.

Look for **Earth's Best** *Organic Antioxidant Blends* and *Organic Wholesome Breakfast* in the infant foods sections of natural foods stores and the infant foods or natural foods aisle of select grocery stores along side the complete line of **Earth's Best** organic infant foods beginning in June 2008.

For more information on the complete line of Earth's Best organic infant formula and foods for babies and toddlers, including where to purchase, 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™, Plainville Farms®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, Yves Veggie Cuisine®, Granose®, Realeat®, Linda McCartney®, Lima®, Grains Noirs®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica®, Queen Helene®, Tushies® and TenderCare®. Hain Celestial has been providing "A Healthy Way of Life" since 1993. For more information, visit www.hain-celestial.com

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