



FOR IMMEDIATE RELEASE

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**NEW EARTH'S BEST® SESAME STREET® ORGANIC YOGURT
RICE CRISP BARS
DELICIOUSLY NUTRITIOUS...PERFECT FOR ON-THE-GO**

Melville, NY (March 2008) – Snacking just became more delicious and nutritious with new **Earth's Best® Sesame Street® Organic Yogurt Rice Crisp Bars**. Specially formulated for children, these bars are the newest great tasting, healthy snack choice from **Earth's Best**, the leading brand of organic baby and toddler food sold in Natural Food Stores and the fastest growing Grocery organic baby food brand today.

Earth's Best® Sesame Street Organic Yogurt Rice Crisp Bars are a delightful blend of organic whole grain brown rice and organic vanilla or banana yogurt. The organic whole grain brown rice contains all three layers of the grain, making it naturally more nutrient dense than refined grains. **Earth's Best® Sesame Street Organic Yogurt Rice Crisp Bars** contain 6 grams of whole grains per serving, and are also an excellent source of iron, zinc, six B vitamins and vitamin C, as well as a good source of calcium. With 2 grams of fiber



and 2 grams of protein per serving, they contain no artificial colors, flavors or preservatives and taste great!

Earth's Best® Sesame Street Organic Yogurt Rice Crisp Bars are conveniently packaged in six individually wrapped 0.67 oz. bars per box, making them perfect for on-the-go snacking. Available in Vanilla and Banana, their crisp texture makes them perfectly satisfying. SRP: \$3.49.

Earth's Best Sesame Street Organic Yogurt Rice Crisp Bars join the line of wholesome, delicious **Earth's Best Sesame Street** snacks including *Organic Letter of the Day Cookies*, *Organic Crunchin' Crackers*, *Sunny Days Snack Bars*, *Organic Crunchin' Grahams*, and new *Organic Smiley Snacks*. **Earth's Best Sesame Street** also offers a line of frozen children's foods including *Organic Whole Grain Mini Waffles*, *Mini Cheese Ravioli*, *Whole Grain Mini Cheese Pizza* and new entrees, *Organic Elmo Pasta 'n Sauce with Carrots and Broccoli* and *Elmo Mac 'n Cheese with Carrots and Broccoli*. Look for new **Earth's Best Sesame Street Organic Yogurt Rice Crisp Bars** in the infant and toddler foods sections of natural food stores and the infant and toddler foods sections or natural foods aisle of select grocery stores beginning in June 2008.

For more information on the complete line of Earth's Best organic infant formula and foods and body care products 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

Sesame Workshop

Sesame Workshop is the nonprofit educational organization that changed television forever with the legendary *Sesame Street*. As the single largest informal educator of young children, local *Sesame Street* programs produced in countries as diverse as South Africa, Bangladesh and India are making a difference in over 120 nations. Using proprietary research to create engaging and enriching content, Sesame Workshop produces programs such as *Dragon Tales* and *Pinky Dinky Doo*. In addition, multimedia needs-driven initiatives provide families tools for addressing such issues as children's health, military deployment and emergency preparedness. As a nonprofit, product proceeds and philanthropic donations support Sesame Workshop's educational research and creative content for children around the world. Learn more at www.sesameworkshop.org.

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